

Contacts
JUNE 1946

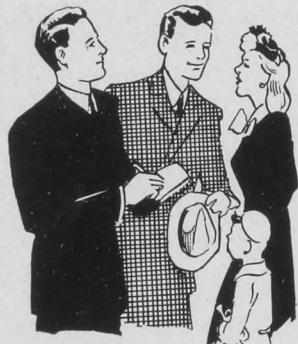
SELLING SLANTS



Customers who may have to wait while others are served, can be put at ease with a friendly greeting.



Setting up house calls for above-average purchases—newly married couples appreciate special attention.



"Nothing is too good for the baby" is the natural attitude of most new parents. A little extra attention here is also appreciated.



Related selling (or suggested selling of associated items) is a tried and true sales maxim. Will you remind yourself to put this sales booster to work?

BUSY MAN'S CREED

"I believe in the stuff I am handing out, in the firm I am working for, and in my ability to get results. . . . I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job."

"I believe that a man gets what he goes after, that one deed done today is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself. I believe in today and the work I am doing; in tomorrow and the work I hope to do, and in the sure reward which the future holds."

"It's Good To Be Home Again!"

Mr. R. S. McCordick Returns From Abroad

"Britain's staunch-hearted manufacturers, generally speaking, are planning with confidence to regain the export trade they enjoyed before the war," our general manager, Mr. R. S. McCordick, told Contacts on his recent return from abroad.

With Mr. F. B. Walls, vice-president, Montreal, Mr. McCordick went to Europe early in March to make a survey of market conditions. In their comparatively short period overseas Mr. Walls and Mr. McCordick covered considerable territory, visiting the markets of Great Britain, France, Sweden and Switzerland.

Eaton Buying Offices

Mr. McCordick particularly stressed the hospitality and kindness extended to Mr. Walls and himself by the staffs of our various Eaton buying offices, all of which are now carrying on as usual after the war. "Mr. Walls and myself," said our general manager, "will not forget the kind efforts of Mr. P. Portlock, Mr. C. L. Bryant and his staff at London; Mr. N. B. Smith of Manchester, Mr. E. Jones of Belfast, Mr. F. Herdman of Leicester, and Mr. D. Biesel of Paris office. At all of these points no effort was spared to make the road pleasant for the Canadian visitors.

Ireland As Green As Ever

"Ireland is as green and as pleasant as ever," declared Mr. McCordick, "and the people as friendly and as sincerely hospitable as always." He added that he had spent the Easter holidays in the Emerald Isle and, visiting his old home town of Manorhamilton, was happy to find his brothers and sisters enjoying good health.

"Picnic" in Paris

One of the happiest memories of the trip, Mr. McCordick recalled, was an impromptu "picnic" luncheon held in Paris office for the members of the staff and their wives. This spread was made possible by the pooling of food parcels sent to Mr. Walls, Mr. McCordick and several Eaton buyers by the Company and relatives in Canada. The choicest items, such as chocolate, cheese, ham, etc., were selected from each food parcel. Those present at this distinctly informal but altogether delightful gathering (in addition to the Paris office staff) were: Mr. and Mrs. Biesel, Mr. and Mrs. Chavance, Messrs. F. B. Walls, R. S. McCordick, P. Portlock, G. H. Thompson, N. B. Sinclair, Toronto; W. Hopps, Winnipeg, and J. Muskett, Montreal.

The weather throughout the trip was beautifully warm with an unusual amount of sunshine, especially in Switzerland. Both crossings were also ideal. The return trip via the "Queen Mary" was made in four days flat from Southampton to Halifax. Aboard were 2,100 British brides and their children.

"The entire trip was indeed a very pleasant one," concluded Mr. McCordick, "especially since I had the good fortune to travel with Mr. Walls—a most congenial companion and a grand fellow! At all times he was untiring in his efforts to make our journey enjoyable—indeed he was kindness itself! And now, it's good to be home again!" smilingly added our general manager.



Mr. R. S. McCordick, vice-president
and general manager



RECENT APPOINTMENTS

Winnipeg

Department W212—Drugs, soaps, toilet goods, cameras, photo supplies, studio.
 Department W12—Drugs, soaps, toilet goods, cameras, photo supplies.
 Department W479—Soaps in foodeteria.
 Department W1760—Drugs and perfumes factory.
 Department W1764—Photographic workroom.
 MR. G. P. BLAKEMAN, group manager.
 Department W212—Drugs, soaps, toilet goods, cameras, photo supplies, studio;
 Department W479—Soaps in foodeteria: Mr. N. M. GRAY, head of department.

Calgary

Department C209—Lingerie, house coats, house dresses, foundation garments, infants' and children's wear: MR. R. WREN, first assistant; MRS. M. L. LOWE, signature.
 Department C928—Self-serve bargain basement: MR. H. KINLEY, first assistant.

Edmonton

Department E300—Lunch counter: MR. J. A. MORGAN, head of department.

Regina

Department R244—Women's and misses' garments, millinery and furs: MR. D. KINGHORN, first assistant.
 Department R209—Lingerie, house coats, house dresses, foundation garments, infants' and children's wear: MR. V. BRUCE, head of department; MISS L. BELL, first assistant.

Dauphin

Department D237—Men's, women's, children's shoes and rubbers: MR. S. FREDRICKSON, head of department.

TITLED INDIAN REMEMBERS
EATON'S

Part of a letter written by a titled Indian, Raj-Kurmar Bahadur Singh, who is a son of Colonel Maharaja Narayan, war minister of Bikaner, India, has come to Contacts desk. The letter was written to Mrs. S. J. Cox, wife of Colonel Cox, Fort Garry Horse, at whose home the high-born Indian visited when with the British Air Training Command here. Educated at the Princes' College at Ajmer, India, he later served as an officer with the R.A.F. The letter reads:

" . . . I think you remember my tennis racket and it's nylon gut which I liked very much—mine is, unfortunately, broken now and I am waiting to get a nylon one again before I resume my tennis, hence my request for an air mail parcel—I would also like to send some to Kotah to His Highness there and also my father and cousins in Bikaner—they liked mine very much and I have promised to get them some. I bought mine from the sports section in Eaton's, Winnipeg. It was, I think, on the third floor and the man in charge had played squash with the late Ruler of Alwar in London. He was an extremely helpful person* and I am sure he could let you have any number you wanted."

*Charlie Ives, 261-25.

NICE GOING, DRIVER KNIGHT!

As we go to press comes the news that our **Eaton driver, A. Knight, route No. 34, was followed by the police and "Tribune" Safe-Driving Car on May 30th and awarded one of the Safety Campaigns' three cash prizes for his careful driving.** Driver Knight's truck was also checked and found to be O.K. Congratulations and thanks, Driver Knight, for bringing more honours to your department!

WELL DONE, EATONIANS!

A letter of thanks to Eatonians comes from Hon. W. J. Major, chairman of the Canadian Red Cross Central Campaign Committee. Mr. Major says in part: "To all members of the Eaton staff who joined in making possible the splendid donation of \$6,163.84 the Red Cross extends its grateful thanks."

IT'S UP TO ME

Where shall I go as I start from here?
 What shall I do in the coming year?
 What, and how shall I make my plan
 For the strife of life with my fellow man?
 God will direct, but He leaves me free
 To do as I will, so, it's up to me.

—Author Unknown (from "Trained Men").

DO WE WANT PEACE THIS MUCH?

Unless we want peace as we wanted victory, more than anything else in life, enough to make any sacrifice for it, we may just as well begin now to prepare for the next war.

—John D. Rockefeller, Jr.

**Take Time Out
for FIRST
AID**



+
FIRST
AID

**or
INFECTION
may take you out later**

WELCOME BACK!



WINNIPEG

S/A Robert Andrew Barr, radios.
Bdr. William James Thorpe, mail order packing.
Gnr. Maurice Henry Walsh, mail order complaints.
O/S Ronald Clayton Finch-Field, mail order wash goods.
Sgt. Gordon Fogg, engineers.
Gnr. Murray Slator, men's clothing.
St/Sgt. J. N. Willingham, customers' decorating.
Pte. James E. Thompson, signature, hardware.
Sgt. Richmond Frederick Veale, customers' decorating.
Wren Writer Jean Elizabeth Ewart, general office.
Pte. Albert Edward Waller, stationery.
Cpl. Lawrence Gilbert Wake, engineers.
Pte. Robert Purdie, candy factory.
Pte. A. E. Bennett, candy factory.
A/L/Coder L. D. Malenfont, mail order sporting goods.
Capt. J. W. Egerton, staples.
L/AC Glen L. Wood, budget plan.
Cpl. Roy Robinson, post office.
Pte. Jack Hardy, C.O.D. cashiers.
L/Sgt. Lenore Benedictson, stationery.
Capt. Frank James Ottley, budget plan.
Pte. Charles Angus Birdwise, city inspectors.
Pte. William A. Cuthbert, basement meats.
Pte. Paul Krawchuk, drapery workroom.
L/AC Stan Fernstrom, mail order money returns.
Pte. Robert Rowe, service meats.
A/B Douglas James Allen, candy factory.
Flt./Sgt. Charles Alexander Reynolds, western buying.
Pte. George Walter Kilgour, delivery.
Sgt. Robert William Robinson, delivery.

L/Aw Irene Douglas, drugs.

St/Sgt. Edward William Black, mail order operating.

Cpl. Irene Crosdale, mail order lingerie.

Cpl. Nettie Lena Olsen, lingerie.

L/Cpl. George Taylor, mail order women's coats.

L/Ac Edward Clarence Olien, mail order sporting goods.

Lieut. W. G. A. Richardson, radios.

SASKATOON

Cpl. Erwin W. Elliot, furniture, etc.

Pte. Irwin Mangham, men's clothing.

Cpl. Erwin B. Elliot, electricals, etc.

REGINA

Lt.-Col. Robert John Hegan, assistant, hardware, etc.

Cpl. William Harris Mellett, stoves.

MOOSE JAW

Flt./Sgt. Jack William Sisson, men's and boys' clothing.

L/Ac Henry George Kindred, drivers.

POR T ARTHUR

Cpl. Harry Edward Adderley, first assistant, furniture.

L/Wren Constance Mary Clarke, women's garments.

Pte. Joseph Owens, electricals, etc.

Cpl. M. A. McDowell, wages and time office.

DAUPHIN

Bdr. Douglas Edwin Brekke, hardware, etc.

FORT WILLIAM

L/Writer William E. Hill, general office.

L/Ac Robert D. Johnson, men's furnishings.

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GALLERY OF GALLANTRY

SGT. JOHN EDWARD ROGERS MENTIONED IN DESPATCHES

Over six years on active service with the Fort Garry Horse (Sherman tanks), Sergeant Rogers enlisted on September 5th, 1939, and went through the full European campaign. He was at Falaise, Boulogne and other "interesting" hot spots ending in Oldenberg, Germany. For his gallantry and outstanding service, Sergeant Rogers received an M.I.D. (mentioned in despatches) citation, not yet received. He also has the Long Service Medal. Formerly of the warehouse staff, he is now with the economy home furnishings.



So You're Getting

'Tis June, the traditional month of weddings, and many Eatontettes are blissfully counting the days 'til the big moment arrives! So here's a word to the wise for you young brides-to-be. "Happy the bride the sun shines on," but fully as happy is the bride whose wedding moves gracefully and joyously to the measures of a ceremony that has no hitch, but flows smoothly to the fateful words "I do!"

The perfect wedding is having the right things and doing the right things at the right times."

Bride's Counsellor

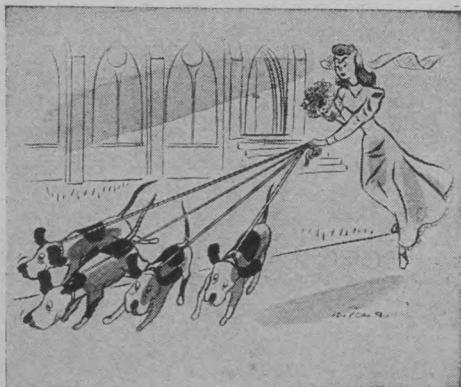
Happily here at Eaton's we have an authority on wedding procedure and the bride's trousseau in Miss Wilma Blocher, bride's counsellor and fashion expert. She will do as much as possible to help make the preceding days run smoothly for the bride-to-be. Young brides will find Miss Blocher's help invaluable in the selection of the trousseau, and her advice on wedding customs, order of procedure, etc., will make the wedding a dream, treasured forever in the heart of the bride. Miss Blocher will do as much as is desired—from the selection of invitations to the wedding cake. Eatontettes especially are welcome to seek information or advice from the bride's counsellor.

Around the Store With a Bride!

Practically every floor has its contribution to make to the trousseau or the new home. Whether it's lovely bits of lingerie, cherished touches of ribbon and lace, or the proverbial rolling pin.

The main floor features **wedding invitations** and **announcements, at-home cards** and so forth. And here's a word to the wise for those of you planning a large wedding: Invitations to a formal wedding should be formal and the engraved form chosen. Invitations should be mailed three weeks before the date of the wedding. When the guests invited to a wedding and reception are few, the invitations may be small personal notes written by the bride.

The **Jewellery department** plays its part, too, in the wedding scene. From gleaming display cases the young bride-to-be picks the thrilling



wedding ring which will accompany her throughout her life. Here she also may obtain gifts for the wedding attendants. A bride most frequently chooses for a maid, matron of honour and bridesmaids such things as travel clocks, a bracelet with inscribed charm reminiscent of the occasion, vanity or cigarette case, or other trinkets of a personal nature.

The **glove** department, too, with its rainbow-coloured handwear offers a variety of models and fabrics for the trousseau, and will also, if given enough time, dye gloves matching or contrasting shades for the bridesmaids.

The **cosmetic** needs of both brides and attendants may be filled at the toiletry counter. Cosmeticians recognize that there is one day in the life of a young woman where the drum-beat of brilliant red accent to beauty is out of place. On her wedding day she must be natural, so shun brilliant make-up!

Linen for the Trousseau!

On the **second floor** the bride's trousseau comes into the spotlight. Every woman loves the feel of lovely linens and the sheen of a spotless tablecloth gleaming in the candlelight. Now that restrictions have been partially lifted, and imported linens are again appearing on the counter, the bride can again obtain a stock of linens for bed, bath and table.

For those of you skilled in needlecraft and want to add personal touches to your trousseau, there is the **fabric shop** on the second floor, with myriads of dazzling colours or demure whites.

Shoes of all styles and materials are displayed for the bride's selection in the women's shoe department, from dainty satin slippers to spectator and sports shoes.

"**The Bride's Corner,**" a new feature introduced in the neckwear section, caters to the veiling requirements of the bride-to-be. Veils can be had ready-made or, if she wishes, made to order from a lovely selection of imported veillings.

China for the Newlyweds' Kitchen

A most important part played in any bride's household trousseau is the dinner set and glassware. In the **china department**, **third floor**, a sparkling array holds forth in breath-taking loveliness! Individual pieces are to be found here also, always welcome wedding gifts. The merry **teakettle** from the hardware department, along with pots and pans of every size and shape, are also must-haves in the bride's household trousseau.

Up to the **fourth floor**, where excitement reigns for you Eatontette brides. Here in the **dress department** shimmers the dress of your dreams—the dress in which you will reign queen of the hour and of his heart!

Excepting the wedding gown, the **going-away ensemble** is the bride's most important single costume. It may be selected to fill a varied usefulness. It should be of a basic colour, about which the rest of the accessories

Married!

may be planned. By a change of accessories the effect of many costumes is achieved. Since a suit is the most practical for the purpose of travelling, the women's suit and coat department has a wide variety from wool crepes to tailored gabardines. Here also may be found the coat to complete the travelling ensemble.

The bride's trousseau needs of **lingerie** are spotlighted on the fourth floor also. Delicate colours in filmy fabrics make up the sheer femininity to delight the hearts of every prospective bride.

Those fascinating confections of **hats**, so adorable to behold, have a place of honour on the bride's list. The millinery department with its bewildering array of models is a fascinating place for the bride-to-be. Here, too, delightful and beautiful **veils** and head dresses are made to order.

Sugar Masterpieces! From the fifth floor comes the delightful **wedding cakes** with sparkling sugar gilding by the experts of the bake shop. Also tiny dainties for the reception may be obtained here.

Furnishing the New Home. The **sixth floor** and the **seventh floor** are visited with the furnishing of the new house in mind. Here the bride has the expert advice of interior decorators who will help her create a home of which to be proud!

Well, Eatonettes, here's where we leave you. May your wedding be fun for yourself as well as for others and your entrance through the rosy portals of a new life be as rich and as promising as you dreamed! Today's bride need only use the means abundantly spread before her to find herself at the altar on the great day, radiant and well poised, ready to make her sacred promise as the last strains of Lohengrin waft the message of her marriage to the vaulted roof!

* * * *

"Veils to Crown Your Crowning Glory..."

As the strains of Mendelssohn's immortal music ebbs and whispers around her, the bride reaches the altar. On her face a shimmering radiance, surpassing even the richness of her gown; and over all floats a veil, misty as summer's moonlight, hinting of a vision from the land of dreams!

A dream wedding in reality just wouldn't be complete without the fragile, diaphanous veil, so dear to the heart of the young bride! And so, to assist prospective brides and their attendants in the selection of veils and headdresses, the fashion accessories department has created the "**Bride's Corner**" on the second floor, centre.

This new service will be especially helpful to June brides-elect among our flock—a made-to-order service with Miss Florence Hyde as consultant that will aid in banishing those frantic last-minute alterations!

And here's a tip, all ye Eaton gals who are planning on formal weddings. The "**Bride's Corner**" is the home of newly arrived English veils in their dewy loveliness as well as their filmy New York cousins.



Portage Has a Party

Plains City Eatonians Celebrate Store's Eighteenth "Birthday"

Whether you visit Eaton's of Portage la Prairie or Port Arthur; Moncton or Medicine Hat; Winnipeg or wherever you happen to be, there are certain inescapable characteristics common to all.

Walk in the door and you immediately sense a feeling of alertness—an air of efficiency. It's not the efficiency of fear; there are no furtive, over-the-shoulder glances; no frantic warnings of, "Jiggers! here comes the boss!" This is the efficiency of willingness. It is prompted by contentment and well being, a morale that is the natural result of a company's concern for the welfare of its staff; that does not end when the last gong of the day has sounded. **This is Eaton's!**

The hospitable hands of our Portage la Prairie Eatonians, also their genial manager, Mr. John Morrison, and his good wife were out-thrust to greet a delegation from Winnipeg on their arrival Wednesday afternoon, May 15th, to attend the eighteenth anniversary of our Portage foodateria.

Those from Winnipeg were Messrs. Gordon Douglass, W. Hodgson, H. D. Macnamara, W. E. Curry, H. B. McLarty and W. E. C. Hurlburt.

10,700 Turkey Dinners

During the afternoon the visitors were shown over North America's largest turkey farm. Ten thousand, seven hundred birds, all gobbling happily, doubtless because they're kept under the most scientific conditions. An industry that does Portage proud!

Anniversary Highlights

Dinner in the beautifully appointed dining room of the Hotel Portage was something to remember. Here some twenty-seven Portage staff members, their wives and the Winnipeg Eatonians, sat down to a turkey dinner that was simply "out of this world!" As one staff member put it: "Nectar from the gods!"

Mr. John Morrison presided, introducing each of the visitors with some graceful prelude. Thanking his staff, young and old, for their fine co-operative spirit, especially during the critical wartime period, Mr. Morrison named each one individually. He urged them to keep up their high standard and to remember always

to treat customers as friends coming into your own home.

Mr. W. E. Curry brought greetings from the mail order and stressed the co-operation always received from Portage. He also spoke of the pleasure of helping the Portage Boys' and Girls' Club, and of the Eaton horses which were a feature at the Portage fair.

Brief addresses of appreciation and thanks for the charming hospitality were also made by Messrs. Douglass, Hodgson, Macnamara, McLarty and Hurlburt.

Mr. George Benner (meats, Portage) received a fine tribute from Mr. Hodgson for his fine co-operation. It was hoped that Mr. and Mrs. Benner would have a most enjoyable holiday at the coast.

Miss Sadie McCorrister, now in charge of Portage order office, asked to be remembered to her friends in 122 department.

Bride and Bridegroom

Presentation of a wedding gift to Mrs. Mervin Strong (nee Eleanor Ellwood), married May 2nd, was made by Mr. Morrison. The bridegroom, a P.P.C.L.I. man returned from the wars, blushed as cheers rang out over the room—but the bride smiled sweetly.

Mr. Herb Brown (meats, Portage staff), a spry youngster of 73 years, told "Contacts" of distant days when he had freighted meat from Portage to Winnipeg by ox cart, a three-day trip. Hindquarters of beef brought six and seven cents a pound! (Continued on Page Thirty-One)

Eaton Foodateria at Portage la Prairie, Man.

OPERATED BY
T. EATON CO.

FOODATERIA

OPERATED BY
T. EATON CO.

**1897—And He'd "Do It
All Over Again!"—1946**



At left—Walter is thanked for his record-breaking service by Mr. R. M. Pinfold, assistant general manager.

At right—"Boy! It feels good to get the weight off your feet!" says Walter, as he sinks into the big easy chair—a gift from his associates.



Walter Jackson Retires After 49 Years With Eaton's!

Winnipeg Store's Number One Old-Timer Honoured
at Breakfast Party

49 years with one Company: 17,885 days; 6,500,000,000 ticks of a watch!
Few men in Canada or on the American continent, for that matter, can claim such a remarkable record! And a happy feature of it is, to quote Walter: "**I've enjoyed every one of those forty-nine years—made a lot of grand friends, and if I had another forty-nine I'd spend them all with Eaton's!**" If you know Walter, you know that he meant just that.

When he decided to "call it a day," Walter's department gave him a parting salute in the form of a breakfast party and presentation in the grill room on Friday morning, May 3rd, with his chief, Mr. W. Thomson, presiding.

Present to do him honour, in addition to the staff, were: Mr. R. M. Pinfold, assistant general manager; Mr. W. G. B. Dailley, staff superintendent; Messrs. A. R. Tucker, A. D. MacDonell, H. B. McGregor; several visiting buyers and old friends from city and mail order departments.

Mr. R. M. Pinfold made the presentation to Walter of a big, restful easy chair and matching foot rest on behalf of the children's shoe staff and friends. The white silk ribbon you see Walter wearing in the picture was attached to the chair and bore the names of these well-wishers. Mr. Pinfold said he "counted it a privilege to act on behalf of the staff in making the presentation." He hoped Walter would live long and enjoy the rest he so richly deserved after a half-century of service with the Company. He then gave Walter a message from our general manager, Mr. R. S. McCordick, who, at that time, was on business in Europe.

"**We are making history this morning,**" said **Mr. W. G. B. Dailley**, "in honouring the first employee of Winnipeg store to complete 49 years' service." Walter Jackson, added Mr. Dailley, had only been late for work once in all those years! He opined that Walter must have liked working for one of the finest companies in the world; that he must have found the work pleasant and interesting. If not he would perhaps have been late more often.

Mr. Percy Carter, mail order, an old associate of Walter's, then read a poem he had authored for the occasion. It traced our hero's life from a chubby-faced parcel boy in knee pants on to a blushing, bashful young shoe salesman (those were the days when the gals wore high button boots) and on to the present day. Walter—no longer bashful—but known and loved by all the girls, young and old.

Ontario born, Walter Jackson started in Toronto store July 15th, 1897. That was eight years before Winnipeg store opened its doors.

He transferred to Winnipeg staff August 28th, 1911 on the mail order staff. Later went to the women's shoes until 1926 and then to the children's shoe department. Although not a father himself, Walter has sold shoes for hundreds of new-born infants; watched them grow up to apple-cheeked school children on to their first date, then marriage and finally they brought the second generation in to "that nice Mr. Jackson" to be fitted.

(Continued on Page Ten)





Top left—A bouquet for a lady. Mr. Herb Green does the honours.

Top right—Head table.

Lower left—Don't they look like a bride and groom? Mr. Hunter sinks blissfully into the chair presented to him as Mrs. Hunter looks on happily.

Lower right—Mr. Hunter congratulates his successor, Mr. G. P. Blakeman.

"ATTABOY, GUS!"

Mr. C. A. Hunter Twice Honoured

Retiring Group Supervisor of Drug Departments Tendered Complimentary Dinner by His Staff — Also Presented with Painting by Executive, Supervisors and Department Heads

This is about a parting salute to the Cornwall, Ontario, boy who played championship lacrosse before the King; toured American cities with his university team; later came to Eaton's as a drug clerk; rose to supervisor, made 22 Atlantic crossings and retired after 29 years with our Company bearing the respect and affection of his staff and business associates.

* * *

The Tapestry Room of the Royal Alexandra Hotel was filled to capacity on the night of April 26th as drug department Eatonians from store, mail order, factory and photographic workroom gathered at a farewell dinner and presentation in honour of their chief, Mr. Charles A. Hunter.

Mr. William A. Gould, head of the photo workroom, presided. The versatile Mr. Gould had also authored a poem specially written for the occasion which was rendered by Mr. Bill McKerchar. Never before had we seen the entire Winnipeg drug staff together. It was with a distinct sense of pride that we glanced around the big, high-ceilinged dining room. How smart and colourful the gals looked in their new spring finery with tricky little hats perched precariously over one eyebrow! Call it "class," poise or what you will, there is a certain something about Eatonians that does them proud—and against the background of a top-flight hotel dining room this fact is always emphasized.

Following some lively community singing with Harold Price at the piano, came speeches of tribute to Mr. and Mrs. Hunter. **Chairman Gould** spiced his address with characteristic witty sallies and reminiscences.

He stressed the difficulties of the war years, so ably handled by Mr. Hunter. Also the good will that had been so evident throughout the latter's departments during his entire administration.

Mr. Herb Green, representing the drugs, mail order, spoke of Mr. Hunter's ability, his foresight as well as his pleasing personality. This speaker ended his tribute with a gallant compliment to Mrs. Hunter—"the wife who has given Mr. Hunter so much encouragement and help through the critical war years." He then presented Mrs. Hunter with a lovely bouquet from the boys and girls of the department.

Mrs. Hunter was deeply moved as she accepted the bouquet. She especially wished to thank the staff for "the kindness shown us over the years as a family." Reminiscing, she said that many had known her daughter Phyllis as a baby . . . had watched her grow up through school years and marriage . . . "and now our grandson."

"From a Secret Admirer"

At this point a corsage was pinned on Mrs. Hunter with a card: "From a Secret Admirer with all my love—hope to see you at Polo Park—Irene Guest."

Executive, Supervisors and Heads of Departments Honour Mr. C. A. Hunter

On the occasion of Mr. Charles A. Hunter's retirement, a reception was held at the Fort Garry Hotel after store closing on May 2nd. Mr. R. M. Pinfold, assistant general manager, made the presentation to Mr. Hunter of a lovely water colour by the eminent British artist Leighton, on behalf of the gathering. Mr. Ross Scretton read a great stack of messages expressing good wishes and tributes to Mr. Hunter from all over Canada, United States and overseas. Included was one from our president, Mr. J. D. Eaton; another from Mr. G. J. A. Young at Hollywood-by-the-Sea, Florida.

"Water Boy"—From the old Victoria hockey team also came a wire signed by "Dutch" Richardson which read in part: "Much impressed by your record at Eaton's, we offer you a job on the team as water boy."

Another highlight was a poetic tribute to Mr. Hunter. Authored and read by Mr. W. Gould, the ballad was replete with all the difficulties and triumphs of Mr. Hunter's career as a drug buyer.

Responding, Mr. Hunter made a memorable address. After a flashback to his early years in lacrosse and hockey, he gave an interesting outline of his business career. His remarks emphasized appreciation for all who had contributed to his happy years with the Company, and he named them one by one, from section heads to the top. It was a fine parting salute to his associates, well spiced with witty reminiscence—and always generously giving credit to the other fellow.

Mr. W. McKerchar followed with a poem cleverly authored by Mr. Gould and dealing with the problems of buying, selling—an epic of wit and affectionate tribute.

The chairman then rose and announced the appointment of Mr. G. P. Blakeman as group manager, succeeding Mr. Hunter, which brought prolonged applause.

Mr. Blakeman traced his early years under Mr. Hunter and the succeeding years—all of which had been most pleasant. He stressed Mr. Hunter's unfailing good nature, his straight thinking and fair dealing—real assets for any manager. He told of the early '30s when business was poor—but Mr. Hunter had steered his course ably and made many friends.

A Flood of Messages from all over Canada voicing tributes and good wishes for Mr. Hunter were then read by Mr. Blakeman.

Mr. C. D. Botting, head of the drug factory, did the presentation honours. Adding his tribute on behalf of the drug factory, Mr. Botting said "we have learned to admire Mr. Hunter as a man and respect his ability. We all feel we are losing a very good friend who always gave us the impression that we were not working for him but **with** him."

Reviewing Mr. Hunter's years with the Company, the speaker told of the strides the drug department had made under his supervision . . . it had been a most pleasant association.

He then presented Mr. Hunter with a beautiful living room chair.

"I Didn't Know I Was So Good" responded Mr. Hunter, with a twinkle in his eye that kept back the suspicion of a tear. He was sorry that Charles Junior (his grandson) couldn't be present to share the honour.

Chicken Feed by the Ton—Mr. Hunter traced his career with Eaton's since he started in 1917 just after being married ("to this charming lady here"). In those days one sold chicken feed across the counter by the ton. From a counter salesman he went to the dispensary, then to the prescription desk. His next step was his appointment to second assistant on the

occasion of Mr. McCordick (now general manager) being appointed to a higher position with the notions.

The Jelly Bean Business

Reminiscing, Mr. Hunter spoke of his association with Mr. Gilroy, Mr. Tucker, Mr. Unsworth, Mr. Fred Beal, Mr. G. J. A. Young and other outstanding Eatonians since retired. He recalled being made head of the candies department two weeks before Christmas. Shortly after he received a call to go to Mr. H. M. Tucker's office. He went with some misgiving, anticipating a calling down. Instead he had turned the visit to profit by selling Mr. Tucker six dollars' worth of chocolates. Mr. Hunter also spoke of hiring Mr. Ross Scretton ("a slim young athlete and champion skier"), Eddie Martin and Reg (since colonel) Hinch.

Tribute to His Staff

On the appointment of Mr. G. J. A. Young to supervisor of the Saskatchewan division, Mr. Hunter took over the management. Speaking of the difficulties of the '30s and price maintenance, Mr. Hunter said that these were successfully overcome because he had always been surrounded by loyal, capable, assistants, section heads and staff. Glancing around the room he also mentioned the names of various old timers and lauded their work.

"Attaboy, Gus"

This inscription topped a "blowup" cartoon of Mr. Hunter showing him in his earlier years dashing down the lacrosse field wielding his stick like the champion he was! "Gus" we learned, was the nickname (adapted from "Augustus" his second name) dubbed him by team mates. Like all boys from Cornwall (the home of lacrosse) he was "born with a lacrosse stick in his hand." In his heyday he weighed 138 lbs., took cold water baths and was tough! "Gus" also played with such famous lacrosse teams as Toronto Shamrocks and Ottawa Senators.

The games were tough then, 12 men a side—"men were men then, not 'panty waists'."

(Continued on Page Ten)



Good luck, old timer, and may you also find good health. We'll miss you, too!

* * * *

William Seaton Retires—Seeks "A Little Place in the Country"

The first love of William John Seaton has always been horses and cattle. That's because he was born and raised on a farm in County Derry, Northern Ireland. Coming to Canada he joined Eaton's thirty years ago come August and started with the delivery department. After driving both horses and trucks for some years he transferred to lighter duties with the despatch department.

Of late Bill has not been feeling up to the mark so he thinks it's time to "call it a day." After a few months' rest, he hopes to look around for a little place near the city where he can raise cattle for the market.

Here's hoping your dream comes true, Bill, especially with the hungry peoples of Europe craving more meat. Unmarried, Bill lives with his sister, Miss Margaret Seaton, formerly of the lingerie department.

When leaving, Bill was presented with a handsome leather wind-breaker and a pipe by the despatch staff.



A farmer was having difficulty filling out a government claim sheet for a cow that had been killed accidentally. He came to the last item: Disposition of the carcass. Puzzling over the question for some time, he finally wrote: "Kind and gentle."

—Tom Gootee.

Alex (Sandy) Farrier Seeks Warmer Clime

After thirty-one years with the Company, Alex Farrier (freight cartage) has decided to take a rest and move to the west coast, where he hopes to find relief from arthritis.

A Scotsman, Mr. Farrier was born near historic Bannockburn, in Sterlingshire. "Sandy," as he's known to a host of friends, started with Eaton's driving a pair of big, powerful Clydes, later switching over to the trucks. Did his bit with the Army Service in World War I. His wife, also was an Eatonian—the former Charlotte Beattie, notions department. On leaving, Sandy was presented with a travelling bag as a memento from his co-workers. Mr. Clayton Tucker, who made the presentation, spoke of "Sandy" Farrier's fine record of efficiency and his personal qualities which had made him popular with all. "The Company have always treated me well," said Sandy, "it's a great place to work and I'm going to miss everybody."

Good luck, old timer, and may you also find good health. We'll miss you, too!

Mr. C. A. Hunter Twice Honoured

(Continued from Page Nine)

added the speaker with a reminiscent gleam in his eye. He also told of touring the states with his college team—Toronto University—when they won the championship.

"There is no better Company to work for than The T. Eaton Company," concluded Mr. Hunter "and I'm proud to have been with it for 29 years." This memorable event then ended with the singing of "For He's a Jolly Good Fellow" as the drug staffs lined up to shake the hands of their retiring chief and his charming lady.

Walter Jackson Retires

(Continued from Page Seven)

"It's been a happy 49 years," Walter declared, "and I'd do it all over again if I could."

Meanwhile when the old ball games get going, you'll find friend Walter sunning himself in the bleachers—his favorite pastime. All happiness and long life to Winnipeg's number one old timer!

Mrs. Barrie St. Claire Takes Well-Deserved Rest!

Anyone stopping to watch Mrs. Barrie St. Clair busily at work among the pictures and mirrors of 274 department would have no inkling of the exciting and dramatic life she has led. The grease paint and weird paraphernalia of the old-time Walker Theatre were no strangers to this old trouper, and many are the tales she could tell of the good old days when musical comedies as well as vaudeville reigned supreme in the era of World War I.

Mrs. St. Clair had a lyric soprano voice as well as twinkling toes, and the way she could render Gilbert and Sullivan, especially "Yum Yum" from the "Mikado," was a delight to behold. She also has done her bit in the producing line. "The Country Girl," "Geisha" and "The Runaway Girl" were numbered among her successes.

Now, after a life of business activity, Mrs. St. Clair is leaving the store to take a well-deserved rest and perhaps do a little travelling. It's possible that a trip to the coast may be included, smilingly adds Mrs. St. Clair.

To accompany her on her travels, a handsome travelling bag was presented to Mrs. St. Clair by the department. So here's a toast to a real trouper. May she enjoy life for many more years to come!



Mrs. St. Clair in a scene from "The Runaway Girl."

* * * *

Mr. W. (Bill) Gallacher Returns to Scotland

The Glasgow-born lad who once performed as a clown on the sands of Scotland, later toured with Sir Harry Lauder, and finally became an Eatonian—has retired after 31 years with the Company, always with the despatch. The genial little Scotsman, whose tongue never lost its burr, sailed for Scotland, with his family, on May 4th.

A big crowd of friends and associates being present to say bon voyage and quid luck tae ye!

On leaving, Bill was presented with a pen and pencil set as a parting gift. Mr. Jim McClure, who did the honours, spoke highly of Bill Gallacher's ability as a worker, his contagious sense of humour and the esteem in which he is held by all. Mrs. Gallacher, who was present, shared in the tribute.

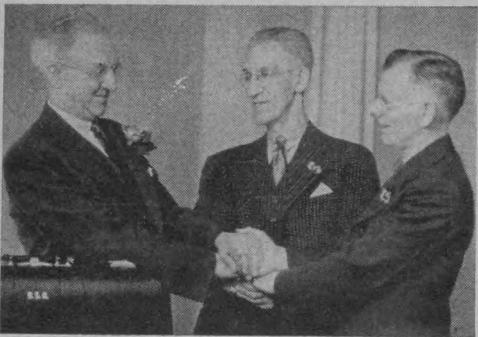
Many will remember Bill Gallacher as a comedian of fine ability as over the years he played on numerous Eaton productions. He also directed a group for Home Street United Church. Moreover, Bill starred with a concert party during World War I, in which he was badly wounded. Best of luck to you, old trouper, from your friends in Canada!

Driver Fred Goult Given Anniversary Honours

Thirty-five years with one department—unbroken except for four years serving his country overseas—is a record of which Driver Fred A. Goult may well be proud. Born in London, England, Fred joined Eaton's May 25th, 1911. He served with the 37th and 38th batteries, artillery, in World War I. Quiet and unassuming, Fred has done a good job of work on the furniture delivery over the years, said his manager, Mr. Clayton Tucker, who also thanked him on behalf of the Company. Mr. Tucker made a presentation to Fred of a travelling bag on behalf of the drivers, with the hope that he would enjoy his holiday at the west coast. As a memento of the occasion a bouquet of roses was also taken to Mrs. Goult who, unfortunately being ill, was unable to be present.



CONTACTS



At left—Mr. Oliphant is greeted by two old friends, Jack Cooper and Bill King.



At right—Dave Oliphant as display man in 1916. The "lady" seems strangely unaware of her escort.



Thirty-five Years an Eatonian **David Oliphant Honoured By Associates**

On Thursday morning, May 23rd, the furniture department staff gathered in the assembly hall to pay tribute to Mr. David Oliphant on the occasion of his thirty-fifth anniversary with the Company. Mr. D. S. McKellar, Dave's manager, had some nice things to say about Dave as a man and an Eatonian. He then called on Mr. Frank Carpenter, group supervisor, who presented our hero with a handsome cowhide Gladstone bag. A lovely bouquet of roses was also delivered to Mrs. Oliphant as a memento of the occasion from the boys and girls of departments 270 and 271.

Born in Kirkcaldy, Scotland, before coming to Canada Dave Oliphant was with McNeil's Antique Shop in Edinburgh. Joined Eaton's in 1911 and was for five years assistant to Mr. Keeler in the display. All told, he has spent over fifty years in the home furnishings business. And despite his long residence in Canada his Scots tongue has never lost its burr. Mr. Oliphant's hobby is fraternal work. He is past worshipful master of Ionic Lodge, Masonic Order, and also a prominent member of the I.O.F. Deeply interested in his fellow men, he devotes much time to sick visiting. Here's wishing him and Mrs. Oliphant a happy holiday at the coast!

* * * *

Arch Glennie Achieves the 35th Milestone

Night foreman at the Eaton garage since 1922, and well known to hundreds of car-driving Eatonians, Archibald Glennie completed thirty-five years of continuous service with the Company on April 26th.

He Keeps Them Spotless!

Arch started with our horse-drawn delivery, but on switching over to motor vehicles took a fancy to motor mechanics. In himself he's an easy-going chap with an engaging smile. Archie, however, is fussy and exacting when it comes to Eaton trucks being spotless and in apple pie order—which is as it should be. And few men know their topography of city streets like our Mr. Glennie.

Married, he has a son and daughter—both Eatonians—his boy having recently returned from overseas. When he has a bit of

leisure time. Arch likes to hit for the marshes or wherever ducks and geese may be found. On his anniversary he was presented with an easy chair by Mr. W. B. Pickard, mechanical superintendent. Congratulations and keep 'em rolling, Arch.

* * *



Max is congratulated by his chief, Mr. E. H. Lee.

Max Geller Has Happy 30th

"For He's a Jolly Good Fellow!"

May 15th was "Max Geller day" in department 1041, with congratulations flying thick and fast. 'Twas thirty years to a day that Max joined the women's alterations, and adds proof to the adage that "a good man stays put!"

As an added ray of light to gladden his coming years, a beautiful table lamp was presented to Mr. Geller by Mr. E. H. Lee, group supervisor, on behalf of the department.

Pearl Macartney Has a Happy 30th

Before store opening on Wednesday morning, May 22nd, some 40 members of the sales and expense office staffs held a breakfast party in the grill to congratulate Miss Pearl Macartney on her thirtieth anniversary with the Company.

Mr. Bruce Sutherland, head of department, presided. Reviewing Miss Macartney's past record, Mr. Sutherland said that she was of a very conscientious nature, always trying to make sure that everything was taken care of in the office before leaving at the end of each day's work.

Mr. Sutherland also stressed how much Miss Macartney was interested in practically all sports activities of the staff but particularly the Women's Riding Club of which she had long been secretary. Pearl, he said, had recruited many of the girls, especially those in the office, into this organization.

Miss Elva Bell then presented a chest of flatware to the guest of honour. Responding, Miss Macartney stated that she had enjoyed her association with the Company very much and felt that whenever she could be of help to new staff members it was one of her greatest joys.

Mr. R. M. Pinfold, assistant general manager, was also among honoured guests and added his personal congratulations.

Pearl and "Cherie"—As a souvenir of the occasion, Miss Macartney's associates also presented her with a photographic cartoon showing our heroine in jodhpurs astride "Cherie" her spirited and well-beloved charger.



Top left—Miss Macartney "snicks" a rose from her bouquet and presents it to Mr. Pinfold.

Lower right—Left to right: Miss Macartney, Mr. Bruce Sutherland, head of department, sales office; Misses E. Bell and R. Ross.



* * * *

Mr. Harold Daly Has a "Birthday"

When Mr. Harold Daly, head of the mail order boys' clothing, arrived at his desk on Wednesday morning, May 22nd, he found it "tricked" up with flowers, "birthday" messages and a big card of congratulations—for this was Harold Daly's thirtieth anniversary with the Company. As a memento of the occasion, Mr. Daly was presented with a handsome brief case by Mr. A. S. Parker, first assistant, on behalf of the staff. A lovely bouquet of flowers was sent to Mrs. Daly so she also might share in this happy event.

During the day many friends and business associates dropped in on Mr. Daly to extend congratulations. Eatonians east and west will also add their best wishes and "many happy returns!"

Mr. Robert McConkey Has "Red Letter" 30th

M.H.O. Representative Greeted By Eatonians Across the Network on 30th Anniversary With Eaton's

Just in case you don't know what M.H.O. stands for—it's "manufacturing head office"—and Mr. Bob McConkey, whose office is tucked away in the western buying office, is "liaison officer," as it were, between the Company's various eastern factories and Winnipeg store. In this capacity the genial Mr. McConkey has made a legion of friends who surprised him on his thirtieth anniversary which was April 29th. In addition to congratulatory wires from many Eaton points, Bob received a gorgeous mantel radio and matching table from admiring business associates, and individual gifts.

Thirty years it may be—but the youthful appearing Bob McConkey, who started with the Company as a little nipper on roller skates, looks equal to a few more decades.

At right—Mr. McConkey is greeted by Mr. W. G. B. Dailley, staff superintendent.



CONTACTS

Top right — The phones honour Tillie Vance's big day.



Lower left—Tillie smiles happily as Mr. Boorman says "Many happy returns."



Millions of Calls!—One of our key operators, Tillie Vance, who started with Eaton's as a parcel girl, has been twenty seven years with the phones. During that time she has handled millions of calls. Unseen, yes, but the warmth of her personality is projected into her voice—indeed nothing is too much trouble for Tillie whose knowledge of Eaton's routine is an invaluable asset and who has won the hearts of all ranks.

* * * *

'Twas twenty-five years to a day that Miss Gladys Ham started as a parcel girl with the basement food-eteria. April 26th, 1921 was the day, and Gladys has never regretted her decision. An efficient, dependable Eatonian, Gladys rose to the position of head office girl, where her kindly manner has won her many friends.

An enthusiast in the "gentle art of sewing," Gladys played a prominent part with the Eaton women's Red Cross sewing group during the war years. The Red Cross may well be grateful to one of its most loyal contributors.

In honour of her quarter-century, a breakfast party was held on "Gladys' day" in the grill room. Mr. J. W. Foubister (head of department) made the presentation of twin travelling cases on behalf of the staff. Also a surprise party was given Miss Ham at the home of Mr. Robert Lawson. There were presents galore, with a silver compote dish the main feature. Everyone enjoyed themselves immensely, even Gladys, when she got over the initial shock!

Miss Tillie Vance Has Memorable 30th Anniversary

You've heard of the seven Sutherland sisters, the Dolly sisters and other sister acts that have made the headlines—now meet the **Vance Sisters**, Tillie, Madge and Barbara—a trio whose capabilities as Eatonians and personal qualities as women are in the upper brackets. The sisters' combined years with the Company add up to 77—Tillie (telephones) and Madge (men's furnishings) 30 years; Barbara (lingerie) 17 years.

This, however, is a tribute to Tillie, who, on May 8th polished off 30 years with Eaton's. To celebrate with Tillie, the telephone gals decked her switchboard with gay streamers and a "flock" of little gifts behind which was a world of affection. Then there was an "official" gift of a handbag from the staff, with Mr. W. Boorman doing the honours. An evening party at Mrs. Alexander's and more gifts, topped off Tillie's big day.



Gladys Ham Celebrates Quarter-Century



Congratulations, Bessie!

Miss Elizabeth Smith Joins Quarter-Century Club



Such all-round tribute—direct from the boss—is music to the ears after twenty-five years in the service. Congratulations, Miss Smith!

"Bessie" Smith as she is popularly known to her many friends, was born in Britain's great manufacturing city of Manchester. Came to Canada in June, 1920, direct to Winnipeg, and entered Company's employ April 22nd, 1921. Miss Smith has been in charge of handling mail order exchanges for city departments for many years, and is very well known to City merchandise staff. Pursues the even tenor of her way without any particular hobbies other than the English inherent attraction to the races. Comes by this vice(?) honestly as Bessie's mother, who lives in Toronto, has been an ardent follower of the turf since her youth.

Plans to spend quarter-century holiday in Toronto and New York.

Bessie's department management has always found her disposition, dependability and work most satisfactory.

A Quarter-Century for William Montford

"For he might have been a Rooshin, a Frenchman, Turk or Prooshin, or perhaps Italian! But in spite of all temptations—to belong to other nations—he was born an Englishman!"

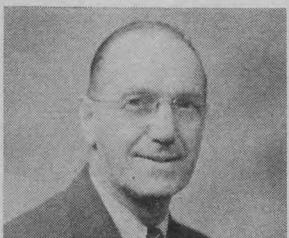
With this vocal introduction (and our apologies to Gilbert and Sullivan), Mr. William Montford, Staffordshire born, comes into the spotlight.

Mr. Montford celebrated his 25 years of service with the printing plant on May 16th. A very good sport, he spends most of his spare time trying to hit little balls and big balls; bowling and golf being his pet joys (or sorrows)!

So here's best wishes for health and happiness in the coming years to this new member of the old-timers' club!



Quarter-Century Congratulations to George Grant!



"Versatility is the spice of life" and Mr. George Grant, of the printing plant, certainly has had his share. At the present moment he is a member of the St. James Board of Trade, also the Deputy District Chief of the S.O.S. A glimpse into Mr. Grant's past reveals that he was a member of the 10th battalion in World War I and was wounded in 1915.

Serving his apprenticeship in Glasgow, Scotland, Mr. Grant came to Canada in 1911 and was associated with Stovel's prior to joining the Eaton staff on May 18th, 1921.

A sports enthusiast, Mr. Grant's pet hobbies are football and golf; and since Vancouver has such wonderful facilities for these sports, we're hoping George won't take a fancy to stay there too long on his holidays! So, here's looking at you, George, and may we be doing so for many years to come!

A well-known author has a thirteen-year-old daughter who spends endless blissful hours at the movies. "How did you enjoy the picture this afternoon?" he asked her one Saturday. "It was simply awful," she replied. "I could hardly sit through it the second time."

Guide: "This castle has stood for three hundred years. Not a stone has been touched, nothing altered, nothing repaired or replaced."

Visitor: "Must be the same landlord we have."

The "Fruitful" Way of Life!

The old saying "an apple a day keeps the doctor away" seems to be holding its own in the modern world of dietetics. More and more people are realizing what an essential part in the diet fruits are taking. It is evident that fruits are to be regarded as table articles of food and not simply as luxuries and accessories.

Fuel Values of Fruit

The fuel values of fruit are due chiefly to the carbohydrates, primary sugar and organic acids, which they contain. The relatively low carbohydrate content in fruits, in conjunction with a very low protein and fat content, which in the past has caused some of the fruits to be regarded as luxuries, may be at times an actual advantage in enabling one to balance a diet, making it rich in vitamins, through adding these foods, without excessively increasing the protein or energy intake. It avoids the necessity of restricting the consumption of foods already in use.

Useful for Reducing

Fruits may be used as an important part of all reducing diets and in diets of people engaged in sedentary occupations. The characteristic high water content of fruits in some ways is an advantage. It makes the fruit palatable and refreshing. It provides an agreeable means of taking needed fluid, and in the treatment of some illnesses, fruits are a very important source of fluid.

As already indicated, fruits are not protein-rich foods. They cannot be considered "meat substitutes," since their protein content is very low. Due to their relatively low fuel value and low protein content, fruits may be looked on as an essential part, but not all of anyone's daily food intake.

Rich in Mineral Constituents

Fruits are rich in mineral constituents in comparison with their energy value. The actual percentage of several minerals in fruits is not large yet the amount per 100 calories compares favorably with all other foods.

Fruits supply noteworthy amounts of the following minerals: calcium, sodium, magnesium, potassium, phosphorous, sulphur, manganese, iron and copper, all of which are needed by the human body.

The iron content of most fresh fruits in relation to calories is not high. However, apricots, peaches and prunes are notable exceptions and enjoy a special reputation for use in blood regeneration in simple anemia.

Prunes are higher in copper and manganese content than many other fruits which, together with their fairly high iron content, may account for their particular effectiveness in blood regeneration.

Apricots, in addition to a relatively high iron content, possess some still unidentified constituent which makes this fruit valuable in promoting haemoglobin formation in anemia.

Alkali-Forming Foods

Fruits are alkali-forming foods. This is in contrast to cereal and animal products which are acid forming. Some fruits, for example, cherries, apricots and peaches have superior potential alkalinizing properties. Scientific workers have as a whole not come to any definite conclusion as to how much practical significance the balance of acid-forming and base-forming elements has in human nutrition.

Mild Laxative Tendency

Many fruits and vegetables are valued for their mild laxative tendency which depends in part upon the fact that they contribute to the digestive tract a sufficiently bulky soft residue to stimulate mechanically effective bowel movement, and in part upon the natural occurrence in many fruits of substances which in themselves exert a mild laxative effect. This is especially true of prunes which contain a specific laxative compound.

Modern man's diet tends too often to be deficient in this respect, since many of the foods that form a large part of our diet are very low in fibre, as for example, sugar, white bread, meat and fats.

The sedentary habits of a large portion of the present generation tend to produce constipation with its resulting general ill-being. Millions of dollars are spent annually for cathartics. Many of these are of a habit forming nature and their continual use is condemned by physiologists. It is far better and more pleasant to use a natural food such as fruits for prevention instead of waiting till a cure is needed.

—Adapted from an article by Dr. C. C. Strachan, Dominion Experimental Station, Summerland, B.C.

TEN MARKS OF AN EDUCATED MAN

1. He keeps his mind open on every question until the evidence is all in.
2. He always listens to the man who knows.
3. He never laughs at new ideas.
4. He cross-examines his day-dreams.
5. He knows his strong point and plays it.
6. He knows the value of good habits and how to form them.
7. He knows when to think and when to call in the expert to think for him.
8. You can't sell him magic.
9. He lives the forward-looking, outward-looking life.
10. He cultivates a love of the beautiful.



NERVOUS STATES

Human beings are particularly subject to varying degrees of worry. Some people can go through life without manifesting any special anxiety, but many of us at times show our neuroses (such forms of nervous reactions as fear, anxiety, fatigue, hysteria, confusion and obsessions).

At times we all have some of these, but in a neurosis they reach more powerful and, at times, controlling proportions. Neuroses begin with conflicts. One may have a conflict between duty and self-desire, or conflict between the desire for self-assertion and individuality on the one hand, and the strict demands of postwar discipline on the other.

Those who break down with neuroses are not necessarily cowards. They have simply reached the breaking point, beyond which their minds are not clear. The neurosis is an escape from intolerable conditions, and often the mind may become a blank.

These puzzling ailments that are brought out in the form of a nervous reaction are the result of hereditary and environmental and personal factors, all involved in an attack on some intolerable situation.

To head off increasingly complicated trouble, people with these symptoms should get help early. In the treatment of all these mental

stresses, an attempt is made to give the patient insight into the cause of the mental distress and to fortify him against it. The family physician is equipped to deal with many of these cases. If he feels that special knowledge or treatment is needed, he will know how and where to obtain it.

The friends and fellow workers of a person suffering from a nervous state should be genuinely and understandingly kind. This attitude will be a great aid to more advanced methods of treatment.

—Papyrus.



"Words are easy like the wind
Faithful friends are hard to find . . .

He that is thy friend indeed
He will help thee in thy need."

And to those faithful friends who steal into the sickroom like angels of mercy with a basket of cooling fruits, this little section of Eaton's is Mecca indeed! Rows of thoughtfully arranged gift baskets of luscious fruits, decked with color and eye appeal bound to lift the spirits of the sick!



Home Gardens Are Urgent During Food Crisis

The More Vegetables We Eat, The More Exportable Foods Will Be Available For Starving Peoples in Other Countries

There is more need for Victory Gardens in the first year of peace than there was in any year during the war. Poor growing weather and poor crops abroad, would result in continued urgent need, just as bad weather here would cause food shortages in this country.

Fortunately, during the war years many of us took to gardening for the first time and discovered that not only could a large part of the food required by the family be produced in one's own back yard, but that the quality and freshness is far superior to that usually sold in the stores.

Thin Out for a Better Crop

Having had some gardening experience we have learned the kind and quantities of seed to sow, also the kinds of vegetables the family like best, and so this critical year we can plant accordingly. Due to the early spring and also to the excellent condition of the soil this year the seed bed should be very easily prepared, and after the seed is sown we can look for rapid growth. When the seedlings reach the proper stage of growth for thinning out, this should be done without delay, as usually the amateur gardener sows too thickly with the result that unless early thinning out is done the crop will be a poor one.

Keep After Those Pests

The gardener must keep a sharp lookout for destructive insect pests. The first of these is the cutworm which can very easily be controlled by the application of mixture of 1 lb. bran, 1 teaspoonful paris green, 1 dessert spoonful of molasses and 1 small cupful of water.

First mix the bran and paris green thoroughly, then dissolve the molasses in the water and add to the dry ingredients stirring

thoroughly until fully mixed. This should be applied in the evening sprinkling it between the rows of plants or around the plants of tomatoes, cabbage, etc. Two or three applications at three or four days interval will usually keep the cutworm under control.



Most garden insects with the exception of green fly, aphids or plant lice can be controlled by spraying with Atox Derris Dust.

For green fly and other sucking insects frequent spraying with Rototec or Nicotine Sulphate will keep them under control.

Keep Ahead of Weeds. The easiest time to kill weeds is when they first emerge above ground. Frequent shallow cultivation between the rows will keep them under control.

Plant Food. There are many kinds of chemical fertilizers now on the market all of which are highly beneficial to growing crops if used as directed on the package. They may be sprinkled between the rows or around the plants at frequent intervals, and worked into the soil with the hoe or rake.

Make the Most of Your Garden. The more vegetables we eat, the more exportable foods will be available for export to starving people in other countries.

—P. Ross.

"ARMY DAZE"

Dedicated to the officers and men of the 12th Manitoba Dragoons, a handsome brochure of cartoons, printed in Holland and entitled "Army Daze" has been kindly loaned to Contacts by Capt. Vic Stilwell (electricals). Capt. Stilwell commanded "A" Squadron of Manitoba's noted regiment in Holland and was awarded the Bronze Lion by the Netherlands government.

Sketched in the land of tulips by Tpr. Jess Jordan, these pungent pictures will ring a bell with ex-service men. Contacts reprints three herewith.

* * *

A copy of the "Staghound," the Dragoons' "unofficial" bulletin in Holland, also yields many bright bits of army gossip and local colour.

Editing of the paper, it seems, was passed on each week. Capt. Stilwell's brief term of office reveals an impressive editorial on "Fear" and other contributions. In lighter vein we read:

"Take Note, Canadian Girls! Seen recently, two "A" Squadron troopers with two Bokkum beauties in a rowboat, drifting serenely down the canal. The boys were sitting leisurely in the back of the boat smoking cigarettes.

"The GIRLS were rowing."

—V.C.S.

To the bottom of this item Vic added these words with his fountain pen: "for the special attention of Mrs. S." He then bravely sent the paper home to his wife. Canadian customs are expected to remain unchanged.



Another Reason for Planting a Garden This Year



"UNRRA Food for the Children of Greece." (As published in "Time" Magazine.)

Turning the pages of Time magazine, April 29th, many Eatonians proudly noted in the above picture the tins of Eaton's butter placed before these hungry, tragic-eyed little Greek children by UNRRA representatives.

Contacts was fairly flooded with phone calls drawing it to our attention. A number even dropped in to our office triumphantly bearing a copy of Time so that Contacts could reproduce the picture. Mr. Wilf Brown, Eaton's Port Arthur, and Mr. C. F. Schurer, Prince Albert, also sent us the magazine while Wilf pointed out that April 29th was the opening of our Eaton's "Own Brands Week."

This is not the first time that Eaton's—our famous branded line—butter has made the news. On various occasions during the war Contacts received news pictures showing Eaton's butter among those precious Red Cross parcels being opened by Canadian boys in prison camps.



CURTAIN CALL



Left to Right—Messrs. T. M. Elliott, R. Laidlaw, G. Bradley, A. Connor, W. Clay, A. Savage, S. Florence, S. Morton. Missing from Picture—Mr. D. Johnston.

"IT'S A GRAND AND GLORIOUS FEELING!"

Supposing you are a father and your son, so dear to your heart, is suddenly stricken with the dreaded undulant fever, his temperature raging to 106 degrees, as he lies desperately painfully fighting for his life.

Transfusions, you are told, are the only thing that may save him—and you will need many of them. And then, supposing at this despairing moment you find yourself surrounded by a crowd of fellow Eatoniens who are telling you "We are all of the same blood group as your son, so what are we waiting for, let's go!"

The dangerous fever is licked and your boy comes home from the hospital. And just supposing all this happened to you—wouldn't it be "**A Grand and Glorious Feeling?**"

From the father to whom this really did happen, "Contacts" is happy to publish a letter of gratitude. It was written to the Company in appreciation of these gentleman Eatoniens (all Red Cross blood donors) who gave a life-saving gift, straight from their hearts!

A Father's Gratitude

The letter reads: "There is a well-known saying: 'A friend in need is a friend indeed.' This has been so forcibly exemplified by my business associates and others during the long and serious illness of my son that I cannot adequately express my appreciation.

"I am personally convinced that had it not been for the splendid attention and care given my son by the doctor and nursing staff of the hospital with the invaluable aid of the blood donors, most of whom were my fellow Eatoniens, he would not have survived.



SPECIAL REQUEST TO BLOOD DONORS. On receipt of your notice will you please call at the Welfare Office or telephone Mr. Harry Greenwood immediately? Thank you!

Ten Commandments for Prospective Brides

1. Pay cash for two years.
2. Get up in the morning with your husband.
3. Watch the gasoline gauge in the automobile.
4. Be courteous to servants.
5. Save money for a rainy day.
6. Don't grumble.
7. Keep your troubles to yourself.
8. Tolerate other people's follies.
9. Avoid over-eating.
10. Accept the unalterable.

—Typing Tips.

"To the following donors, I particularly wish to say a heartfelt 'thank you.' I sincerely hope that they will each one feel repaid in the knowledge that they have played a definite part in the saving of a life which to a fellow employee is very dear."

Mr. R. Laidlaw.....	Department W 156
Mr. T. M. Elliott.....	Department W 172
Mr. Wm. Clay.....	Department W 143
Mr. D. Johnston.....	Department W 236
Mr. S. Morton.....	Department W 15
Mr. S. C. Florence.....	Department W 5
Mr. A. Connor.....	Department W 274
Mr. A. Savage.....	Department W154A
Mr. G. Bradley.....	Department W1766
Mr. A. Alexander.....	Department W 480
Mr. E. Martin.....	Department W 229

All of the foregoing men were "B" type, one of the rarest blood groups. All being on the Red Cross blood donors list since the outbreak of war, however, made it possible to call upon them.

Before Mr. Alexander was called on, his blood group changed much to his disappointment. Mr. Martin was also ready and waiting, but happily, the boy improved and his transfusion was not needed.

NOTE—Under the heading of "Curtain Call" each month Contacts will feature, in this space, one or more Eatoniens who have done some outstanding act beyond the line of duty.

Husbands, Please Note!

A Well-Known Writer Says:

Marriage should be looked upon as an important business enterprise. Its assets and liabilities should be weighed and heeded. On the asset side of the ledger belongs love. The fact that a man and his wife are two different personalities with many differences in tastes and opinions—no matter how much they seem to have in common—should be entered on the liability side. To reduce those liabilities both husband and wife should make it their business to find out what makes the other tick.

If every husband and wife made a point of discovering the other's tastes and peculiarities and pet peeves, discussed them frankly and good-naturedly, many nasty moments would be avoided.

1916—1946

CONGRATULATIONS, OLD-TIMERS!

The following Eatonians celebrated thirty years of continuous service with the Company during the past month:

Mr. Robert McConkey, manufacturing head office—April 29th.

Miss Tillie Vance, telephones—May 8th.

Mr. Max Geller, alterations—May 15th.

Mr. Walter Kenchington, mail order packing—May 15th.

Miss Pearl Macartney, sales office—May 22nd.

Mr. T. Eghill Jonasson, lunch room services—May 30th.

GO TO THE DOGS!

Don't get the foolish idea that you can get ulcers for nothing. They are never free gifts. If you want them, you have to work for them. Or worry for them.

They tell us that in research on ulcers they had to give up the use of dogs in conducting experiments. There was nothing they could do to make the dogs worry. And so, the specialists say, you've got to worry if you want to acquire a set of ulcers, or if you want to keep those alive you may have at present.

The experts did learn how to inflict ulcers on dogs by artificial methods, but the uncooperative dogs, having no interest in science, sat right down and placidly cured themselves. All that was mighty discouraging to the researchers.

—From the Nashua Cavalier.

Eaton Lingerie Ad
Lauded By Chicago Firm

"We want you to know that we consider it one of the most outstanding jobs we have ever seen," writes Mr. R. S. Donnelly, merchandise manager of A. Stein & Co., Chicago and New York, in a letter to Mr. N. M. Gray of Eaton's lingerie department, Winnipeg store. Mr. Donnelly's letter was referring to an ad we recently ran in a promotion of Perma-lift Brassieres.

"There, of course, have been many full-page advertisements run throughout the United States this spring on Perma-lift merchandise," the letter continues, "but the manner in which you have brought out individual numbers is really most outstanding."

The art work, which is the outstanding feature of this presentation, was done by Miss Lillian Worth, head of the city ad art staff, following her return from New York, and reflects the latest trend.

Reproduced in miniature, at right, is the art work of this full page Eaton ad sketched by Miss Worth. Incidentally she's a "southpaw," when sketching but a right-hander on the fairway. These "wimmin!"

An "Orchid" For Miss Marquis

A Victor Street Customer Writes:

"The T. Eaton Co. Ltd.,

"Winnipeg.

"Dear Sir:

"I would like to pay tribute to your method of handling 'lost and found' articles, and particularly to one of your saleswomen, Miss Edna Marquis of the toiletries, main floor.

"Recently when in the store shopping, I lost my wrist watch. On arriving home, I telephoned Eaton's adjusting bureau. On giving a description of my watch, I was told to come down as one had been turned in from the drug department that appeared to be like it. Reaching the store, I identified the watch and asked the name of the finder. It was Miss Marquis. I tried to give her a reward which she positively refused to accept. Instead she very modestly replied that she was glad to know that I had my watch and that it was in good condition. Eaton's employees, she declared, did not accept rewards for just doing their duty.

"Now this watch means a great deal to me and I have much to be thankful for that it fell in such good, honest hands and I want to thank Miss Marquis, through you."

The courteous and thoughtful attitude shown by Miss Marquis in handling this situation is indeed commendable—the true Eaton spirit!



Miss E. Marquis





"And the night shall be

Bowlers' Finale—Big—Br

What a perfect setting for romance, dresses, and music from a top-flight band that over 500 young people (and others) attended the Bowling wind-up, at the Royal Alexandra, recognized as the biggest Eaton night.

Highlighting the evening were the services—it was good to see them again. President George Firth, back from It...

Another feature was the singing of our own Myfanwy Evans, Winnipeg's brilliant young vocalist. As Myfanwy's lovely contralto floated over the vast dining room, a hush descended over each gay table like the quiet of a cathedral. And when the young artist finished, such a storm of applause broke out that Myfanwy blushed with pleasure as she gave an encore.

President George Robinson handled the controls with his usual finesse (we've always wondered why Robbie never entered the political arena) introducing the various guests of honour with witty references and little personal tributes. He especially welcomed the boys and girls home from the services. It was good to find them so little changed and he hoped they would find us the same.

Western Canada's Largest League

The bowlers had 54 teams in action during the season, said Mr. Robinson, and were the largest mixed five-pin league in western Canada operating on a full schedule.

The speaker referred to the annual turkey shoot that brought turkey dinners to so many. He especially thanked **The T. Eaton Life Assurance Company** and Mr. P. F. Brigden, the local representative, for their annual prizes which contributed so much to the season's competition and enjoyment.

all be filled with gladness . . ."

Brilliant—Beautiful As Ever!

omance! A palatial hotel, pretty girls in pretty dinner dress—flight dance orchestra like Irvin Plumm's—small wonder (and others not so young) attended the Eaton Mixed Five-Pin Alexandra Hotel on Saturday evening, April 27th, an event in the large number of boys and girls returned from the war again and they were warmly applauded. Especially from Italy, his old smiling self.

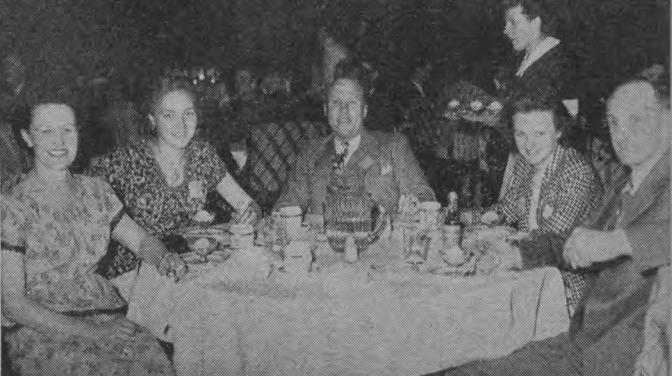
A word of thanks went to the committee who so successfully arranged the banquet. This was the 10th season they had been able to engage the Royal Alexandra—which was a tribute to the fine conduct of the bowlers, added Mr. Robinson—especially in a time when hotel accommodation was at a premium.

Mr. B. C. Scrivener, superintendent, endorsed the chairman's remarks and added that in his 27 years of handling recreational activities, there had never been a jarring note. Welcoming the ex-service members present, he said: "We thought of you, toasted you, and hoped fervently that you would come back to us."

Mr. J. Stronach, mail order superintendent, added his tribute to the boys and girls back from overseas and also lauded the bowling executive. It was one of the finest bowling wind-ups he had ever attended, said Mr. Stronach.

Mr. W. G. B. Dailley, staff superintendent, said that this was the first bowling wind-up of Winnipeg store he had attended. However, he had been present at many Eaton staff banquets before the younger members present were born. So many good looking boys and girls present reminded him of his staff at Calgary store, where he was manager for some years. Mr. Dailley paid a gallant compliment to the girls who have come back from serving their country: "I think they've done just as good a job as

Continued on Page Twenty-Five)





WINNING TEAMS

Eaton's Five-Pin Mixed Bowling League

Top left—**Monarchs**, League Three, (and like their hockey namesakes) champions of the 1945-46 season. Left to right: Mrs. M. Kurz, R. Stacey, W. Wiggin, captain, Misses J. Eppo, G. Chatten.

Top right—**Hep Cats**, League One. Standing: W. Adams, E. Sigvaldson, captain. Seated Misses M. Jones, M. Talbot, Mrs. M. Sigvaldson.

Second row—**Nationals**, League Two. Standing: Misses G. Thomson, H. Tarry, Mrs. J. Hainstock. Seated: Misses D. Trute and Pearl ("The Great") Harper, captain.

Third row—**Jewels**, League Four. Standing: Misses A. Longmuir, R. Fisher, M. Beer; Seated: S. Olsen, captain, S. Johnson.

Lower left—**Majors**, League Five. Standing: Miss M. MacDonald, G. Niven, captain, Miss J. Cooksley. Seated: Misses T. Engbord, T. DeJong.

Lower right—**B.B. Bats**, League Six. Misses T. Le Jeune, M. Matthews, R. Cartie, J. Alexander, J. Foran.



Bowlers' Finale

(Continued from Page Twenty-Three)

the men," said he. Mr. Dailley also paid a tribute to Jenny Whitehead (late of the navy public relations) who was flitting around the dining room snapping pictures. Jenny said she had also photographed the King and Queen.

Mrs. B. C. Scrivener received a great ovation as she presented some of the prizes. Mrs. Scrivener spoke of the pleasure it gave her to know so many of the staff as personal friends. As "first lady of the banquet" she was presented with a lovely bouquet.

During the presentation of prizes, **Pearl Harper**, a petite young lady bowler who has rolled 1,700 straight games also came in for an ovation.

And a special word of appreciation for the work of **Syd Gerrard** was also voiced by the chairman as a veteran executive member "who quietly but dependably, has done a job over the years."

As he handed over his stewardship of the league which he has so ably guided over the war years, President Robinson fittingly closed with these immortal lines:

"The night shall be filled with gladness
And the cares that infest the day,
Shall fold their tents like the Arabs
And silently steal away."

On With the Dance

Following the presentation of prizes, the big assembly repaired to the Crystal Ball Room where they danced till midnight to Irvin Plumm's peerless band.

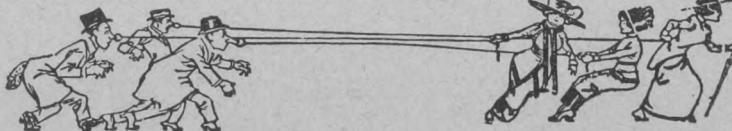
Proceedings were interrupted throughout the evening in order to give the hockey scores—and how we all cheered when the Monarchs won!

Contacts Cover Girl

"I saw the young bride in
her beauty and pride
Bedecked in her snowy array!"

The charming gal in the traditional bridal pose on the front cover of this issue is Helena Braid (dress department). Sweetly smiling, she's pictured before the beautiful gilded mirror of the fashion salon, fourth floor, and the gleaming white satin gown Helena models shows the return of the train, (taboo during war years) and adding that queenly note of dignity!

To complete the bridal costume, sheer veiling cascading down from a beaded halo frames the model in misty loveliness!



"They did it when mother was a girl, and are still doing it today."

Lady Baden-Powell Honours Jenny Simm!

To do a good deed every day is each Boy Scout's and Girl Guide's fondest wish. But to keep up the good work for fifteen years—that is an achievement to be proud of! Jenny Simm (basement luncheonette) has the enviable record of fifteen years of service as district captain in charge of Guides and Brownies. In recognition of her fine work, Jenny was presented with a long-service certificate from Lady Baden-Powell, chief Guide of the world. The ceremony was held on May 22nd in the Civic Auditorium before a gathering of all the Scouts, Guides, etc., of the city.



Jenny Simm

Assistants Stage Social Evening

Following a season devoted entirely to deliberations of a strictly business nature, the Assistants' Association wound up their year with a dinner and social evening held in the Oak Room of the St. Regis Hotel on Monday evening, May 20th. President Howard Keys presided over an enthusiastic gathering that threatened to overflow the dining room, the largest attendance on record!

On the entertainment side was Mr. Tommy Hill, former Eatonian, ex-serviceman and comedian extraordinary; also Fred Lambert, ventriloquist, and "Oscar." Movies were shown through the kindness of Mr. Walter Bennett, of Display Industries, and our own Ernie Hawkins. Community singing, led by Harry Greenwood with Harold Price at the piano, polished off an evening of top-flight enjoyment.

"My wife always gets historical when I stay out late at night."

"Hysterical, you mean."

"No, historical. She digs up all my past."

* * *

Newlywed to mother: "Do you like craps?"
Mother: "I don't know. What are they?"

Newlywed: "I don't know either, but my husband has gone out to shoot them, and I don't know how to cook them."



"57" Club Climax Season with Gay Party!

Sales and Expense Office Present Prizes to Their "Extra Good and Extra Bad" Bowlers

Just what the "57" means has never been quite clear to us . . . could it indicate 57 varieties of bowling? or perhaps 57 varieties of girls? or could it be both? One thing is clear anyway. He who is lucky enough to get an invitation to a "57" party is assured of 57 varieties of unpredictable entertainment. And that brings us to dinner and dance of the "57" Club held at the Marlborough Hotel on Wednesday evening, April 24th, to wind-up a brilliant bowling season.

President Harry Craik graced the chair—and we mean graced! Introducing the guests, handling the programme and the all-imromptu situations confronting a chairman. Harry had everything under control. Truly it's a gift!

Mr. Craik welcomed back from overseas Messrs. M. B. MacKinnon and Ewen McDonald. He also welcomed two new members to the sales office staff, Messrs. Jim Ashbridge and Don McConnell recently returned from overseas. Also Messrs. Ken Smith and Alex McMullen, ex-servicemen who have joined the expense office staff.

Sing-Song Extraordinary. Directed by that dynamo of laughter and song, Mr. Bruce Sutherland, the singing was never allowed to wax and wane or die a natural death. The tempo was spirited with a surprise package every now and then.

Another gentleman who kept things humming right along was the unpredictable Mr. Harold Steele—with these two sons of fun together there never was time to ask what's next.

Floor Show

Mr. Steele led off with Isabel Hanna (nothing slows that gal down—not even an operation) doing a lively measure whilst singing "Just a Wee Doc and Doris." Mr. Sutherland followed with Ruth McAllister strutting "Dark Town Strutters' Ball" and the lyrical end of the party was on.

Following the singing, Mr. W. G. B. Dailley, staff superintendent, made a brief address, paying a tribute to the boys present whom, said he, had taken part in "57"-odd activities in the Dieppe and other shows. It was a good thing to get to know people, said Mr. Dailley, by playing with them as well as working with them. Presentation of the various team prizes was then charmingly made by Mrs. Dailley.

Past President Ron Parker presented gifts in appreciation of the hard work done for the league by President Harry Craik and Mr. Henry Einarsen. To Mr. Craik went a pen and pencil set and to Mr. Einarsen what could be sweeter—golf balls!

On behalf of Honorary President W. S. Metcalfe, Mr. Einarsen then presented special prizes to various members including the secretary, Miss Jeffries, Miss Palmer and the most consistent woman bowler.

"The Biggest Aspidistra of them All"

Mr. Harold Steele did a bit of reminiscing about a bowing match at Toronto in which Mr. Sutherland and himself had participated. Mr. Steele modestly admitted having won the major

prize—"the biggest aspidistra of them all"—a pot of English ivy. He had encountered some difficulties in getting it back to Winnipeg, but the plant was now gracing the Steele home (interjection by Mrs. Steele: "So that's where he got it").

This part of the evening concluded with Mr. Craik thanking Mr. Sutherland for leading the song-fest and Mr. Harold Price, accompanist.

And the Dance Was On!

Novelty dance numbers and social one-steps to the strains of a peppy orchestra then got everyone's toes itching and the dancing was enjoyed till midnight.

Thanks again, "57" Club, for a lovely evening!

Descriptions of Pictures on Facing Page

Top row, left to right—The champion "Pin Heads" receive special prizes, awarded by Honorary President W. S. Metcalfe, Les Croft, Alex McMullen, Grace Irwin, Margaret Davidson, Phyllis Einarsen—with Mr. Henry Einarsen, vice-president, presenting the prizes. Next, clockwise around the table—Phyllis Einarsen, Alex McMullen, Margaret Davidson, Les Croft, Grace Irwin, Muriel Baxter, Joe Bingham.

Second row—Harry Craik, president; W. G. B. Dailley, staff superintendent; Mrs. Harry Craik. Next—"The Alley Cats," Phyllis Sowerby, Ethel Woodcock (hidden from camera), Ron Parker, Mrs. W. G. B. Dailley presenting prizes; at right, President Craik.

Third row—Pat Brown, Morris McKinnon, Ruth McAllister, A. H. Young, Harold Price, Ron Parker. Top picture, centre—"The Atomics," Muriel Baxter, Grace Martin, Phyllis Rae, Violet Black, receive prizes from Mrs. Dailley. Lower picture, centre—"The Four Roses," Don McConnell, Emily Mason, Shirley Galbraith, Mary Grant. Top right—Joan Sewell, Peggy Porteous, Emily Mason. Circle—Ken Smith, Elaine MacKay, Scott Marshall.

Fourth row—Les Croft, Alex McMullen, Grace Irwin, Margaret Davidson, Phyllis Einarsen. Mrs. Dailley presents championship awards. Next—"The Booties," Scott Marshall, Peggy Porteous, Joan Sewell, Ruth McAllister.

Fifth row—"The Woodchoppers," Isabel Hanna, Jack Wood, Shirley Baldwin, Betty Bader (hidden), Joyce Irwin. Next—Head table, Mrs. W. G. B. Dailley, Henry Einarsen, Mrs. Bruce Sutherland, Mr. Harold Steele, Mrs. W. E. C. Hurlbert.

Sixth row, clockwise—John Young, Elsie Kelly, Isabel Hanna, Shirley Galbraith, Don McConnell, Grace Martin, Ken Smith, Shirley Baldwin. Next—"The Alley Oops," Isobel Greenwood, May Artiss, Dorothy Cooper, Grant Johnston. Next—"The Head Pins" (runners-up). Standing, Ivy Jefferys, Mr. Henry Einarsen. Seated, Elizabeth Palmer, Marion DesBrisay, Barbara Baker.



"Oh, Mortimer! How nice to see you!"—(Clipped.)

Field Day Elmhurst May 15th

OH, WHAT A DAY!

First Field Day of Eaton Women's Golf Club at Elmhurst Was a Classic of Enjoyment! Nearly Two Hundred Players Attend

Girls! Girls! Girls!
Tall girls, small girls,
Fat girls, thin girls,
Blondes, brunettes and red heads, too;
Girls who zinged them down the fairway,

Girls who wished they could, 'tis true.
And some thought "shooting par" was murder;
That all the "birdies" are in the trees;
But all were game and looked their sweetest
As they lined up on the tees.

"I've never been out with an Eaton sports crowd before, but believe you me, the next time, my name's going right at the top of the list," declared one girl (hastily powdering her sun-kissed nose) who attended the big field day for women golfers at Elmhurst on the sunny afternoon of May 15th. Out of the 200 members of this new, but rapidly growing group, four bus loads or some 170 girls attended. This was tribute to the initiative and organizational efforts of President Zella Nott and her committee. Thrills there were aplenty—especially for those who never before had attempted to swat the little pill except, perhaps, on their own front lawn. Many seasoned golfers however, agreed that they had never played over a finer course than Elmhurst.

And on that lovely spring afternoon this was easy to believe. Japanese crab apple blossoms wafting their delicate fragrance and contrasting snowy blooms against a fringe of dark green spruce. Well-kept fairways and softly carpeted greens set like jewels in the gently rolling countryside.

Like jewels, too, were the gals in their brilliantly hued sports togs. Slacks were favourites but many a skirt and sweater girl cut a smart figure as she swung, missed (and cussed).

"**Dinner is Served**" or words to that effect was greeted with delight and an appetite that only golfers know! Dinner was served in the big, comfortably appointed club dining room. Invited guests were: Mr. and Mrs. B. C. Scrivener, Messrs. W. G. B. Dailley, A. D. MacDonell, J. Stronach, J. Johnston, J. Palmer and W. McKeag. Also invited but unable to attend were Messrs. P. F. Brigden, F. Johnson and W. E. C. Hurlburt.

Speeches—"Neither Too Long nor Too Dry"

After-dinner speeches were brief and to the point. Mr. B. C. Scrivener spoke with great enthusiasm about the success of the outing. It had been a wonderful day, "In fact," said he, "the best we've ever had" and it was hoped the club would have another one of the same nature in the near future.

Mr. W. G. B. Dailley also commented enthusiastically on the day's enjoyment and especially thanked the Eaton girls who assisted in serving the dinner.

Prizes were presented by Mrs. B. C. Scrivener, assisted by Mr. W. J. McKeag, president of the Eaton Men's Golf Club. Mr. W. Bickell, president of Elmhurst Club and Mr. McKeag also spoke briefly, commending the success that had crowned the venture.



Miss Zella Nott, president of the Eaton Women's Club, thanked speakers for their kind tributes and all who by their able assistance had contributed to make the day the undoubted success it was.

On the Lighter Side

We hear that one gal missed hitting a cow by the fraction of an inch—is the meat shortage that acute?

A Friend in Need. One of Mr. Dailley's good deeds for the day, it seems, was retrieving a forgotten parcel for a girl who had already boarded a homeward bound bus.

Fashion Note. A contrasting note at the head table was seen in the informal beige-coloured slacks and sports shirt of President Zella Nott and the meticulous evening clothes of Mr. Scrivener. The latter, it seems, was attending a reception at Government House for Lady Reading later in the evening.

A sing-song and dance followed.

Then, as the busses sped homeward in the mellow moonlight, with the girls singing their pretty heads off, all agreed that this indeed was the end of a perfect day!

At least one little boy refused to be intimidated into good behaviour.

"It's no use telling me the angels will put a black mark against me if I'm naughty," he said belligerently. "You might as well know that up in heaven they think I'm dead. I haven't said my prayers for weeks."

—London Tid-Bits.

Official Starters were Mr. W. J. McKeag, who officiated at the first nine holes, and Mr. Joe Palmer who started the girls at the second nine.

The Winners

First Nine

Low Hidden Hole—5th—Lillian Bennett
Low Hidden Hole—8th—Mary McGibney
High Hidden Hole—6th—Genevieve Adams
High Hidden Hole—9th—Lillian Maskell

Second Nine

Low Hidden Hole—13th—Grace Lyons
Low Hidden Hole—16th—Joyce Watson
High Hidden Hole—11th—Jessie Clark
High Hidden Hole—15th—Frances Polonski
High Score for Nine Holes: Betty Morris, Birdie King.

Low Gross, First Nine—Barbara Vance
Low Gross, Second Nine—Mary Moore
Low Net for Men Visitors—Mr. J. Palmer
Low Gross for Men Visitors—Mr. A. D. MacDonell.

Prizes that any golfer would love to receive: golf balls, golf mitts.

A disturbed salesman, reporting to his superior as to why he had been unable to make an important sale, explained: "You can lead a horse to water, but you can't make him drink."

"Brimstone and blazes!" roared his boss. "Who in thunder told you to make him drink? Your job is to make him thirsty!"

—Casualty & Surety Journal.



Top Left—**The New Executive**—Standing: Florence Watkins, Jean Duffield, Edith Course. Seated: Marge Jenkins, Mary Ripley, Irene Templeton.

Top Right—Dorothy Curwain, Marion Waldie.



Centre—Ethel Smith, Mr. Paul Kelpin, Ruth McAllister, retiring president; Mr. W. G. B. Dailley.
Lower Left—A few of the equestriennes present. Lower Right—Retiring Secretary Pearl Macartney.

EQUESTRIENNES MEET

Irene Templeton Named President Eaton Girls' Riding Club

With a ki-yi-yipee! and a clatter of hoofs, a squadron of girl riders galloped down Hargrave Street, swerved east at Graham Avenue, disappeared through the archway at Eaton's and emerged in the "yard." Here they dismounted and led their mounts onto the big freight elevators, which sped them to the fifth floor. Disembarking, the girls quickly mounted their steeds and cantered away across the floor, clearing each counter with flying leaps that brought them to the grill room entrance. Again they dismounted and, tying their nags to the elevator gates, disappeared in to the grill room.

"Where are they off to?" asked a pretty little sorrel mare named "Martha Gaines," wishing she had an apple. "Oh, they're going to eat and talk," spoke up "Cherie," tossing her head grillroom-ward. "Then maybe they'll bring us back a bit of sugar," said "Martha." "Nix on the sugar stuff," snapped "Cherie" indignantly. "Don't you know we've just had a war?" "How should I know?" yawned "Martha." "I've always got my three squares a day."

Sheer invention? Not exactly. Just a dream this scribe had after attending the Eaton Girls' Riding Club annual dinner in the grill room on Monday evening, May 6th. And a delightful affair it was, too, with Ruth McAllister presiding and a record attendance of riding enthusiasts.

As retiring president, Miss McAllister made a bright little speech. She traced the club's activities over the year, thanked her committee for their support—particularly secretary Pearl Macartney, "who gets things done on time"—and bespoke support for the incoming executive.

How to keep young, said Mr. W. G. B. Dailley, staff superintendent, was a secret not to be bought in any drug department. "Work hard, play hard, get away from the store. Get on your horse and forget your business and personal cares, and you'll save doctors' bills," he urged. He wished the girls a successful season, "and may you always come home with your horses."

Mr. Paul Kelpin, of the Horsemen's Club, guest speaker, was then introduced to the meeting. Mr. Kelpin explained the aims and objects of his club and extended an invitation to the Eaton girls to use the Horsemen's clubhouse. The speaker then gave his listeners some valuable tips on how to get the utmost pleasure from riding: How to saddle properly, how to mount and dismount, care of your horse during and after riding.

Secretary Pearl Macartney spoke enthusiastically of the increased membership and suggested that the girls and the newly organized men's riding club get together for an occasional ride (we're all for it!). Pearl, as retiring secretary after four and a half years in office, also expressed her appreciation of the support given her.

Mr. A. D. MacDonell then conducted the election of officers, assisted by Bud Davidson (Men's Riding Club secretary), and W. Hurlburt, "Contacts" editor. Results were:

Executive Committee, 1946

President, Irene Templeton (picture framing); secretary, Marge Jenkins (100 legal); Mary Ripley (store), Edith Course (store), Jean Duffield (mail order), Florence Watkins (mail order).

Door prize of a lovely costume pin was won by Miss Helgason.

The Gals Have Plans

We hear that many plans are under way to make the new riding season as spirited and interesting as "all get out." "We'll find new members if we can," says President-elect Templeton. "Meanwhile, make yourselves known, won't you? And feel welcome to share in the entertainments and duties thereof."

Get mounted!

Portage Has a Party

(Continued from Page Six)

Fine Service Record

Portage staff, we learned, had no less than sixteen men in the services, and one girl—a pretty fine record for a staff averaging around twenty-five Eatonians!

Tale of a Cent

Another guest was Mr. R. C. Brown (formerly a superintendent of telephones). Dapper, erect, alert, despite his 87 years, Mr. Brown told us why he liked Eaton's—its exacting honesty to customers. He recalled shopping at Eaton's, Toronto, many years ago, while visiting that city from his home at Peterboro, Ont. The goods were delivered to the Walker House, where he paid for them and returned home. Later, he received a letter enclosing one cent—an overcharge. It's wonderful to do business with a firm like that," said Mr. Brown. "We've never had a hitch."

And so thanks again, Mr. Morrison, for a lovely visit, and our thanks also to Mrs. Morrison for the added hospitality we enjoyed in your charming home.

Triggerettes' Final Shoot

Mrs. G. Miller (nee Rathbone) Tops Shooting

Dead centres galore were scored by sharpshooter members of the fairer sex, on April 28th. 'Twas the event of the final get-together of the Triggerette Rifle Club at the police range.

To Zella Rathbone (now Mrs. Grant Miller) of 210 department, went the honour of winning the "A" Class trophy cup, with the runner-up being Mr. Hugh Duyvejonck, of department 1077.

Miss Freda Storey (147) won the "B" Class trophy with Mr. David Kidd (201) a close second (very close—the X rings—that's dead centre to you—had to be counted)!

Miss Joyce Clifford (101) copped third place, and at the same time won the John Dunlop trophy for the highest aggregate score of both "A" and "B" classes.

At a dinner held on May 30th, Mrs. J. A. Stewart, honorary president of the club, made the presentation of the trophies and prizes to the winners. This last "do" marked the conclusion of activities till next fall, when we hope more of you ex-service personnel and interested Eatonians will swell the numbers of our ranks. How about it?

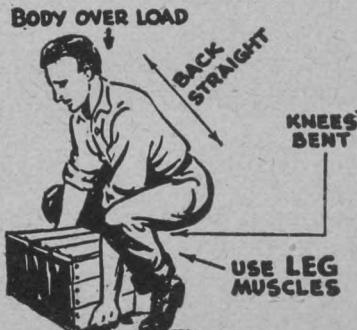


LOVELY JUNE 1st BRIDE!

Daisie Lowe (127 department) was all smiles on May 25th, when she saw the streamers and bells overhanging her desk. A chenile bedspread and linens were presented to Daisie by Mr. S. Young, also pictures from the girls.

Daisie will become the bride of Jimmy Russell (272) in St. Albans Church on June 1st. Good luck, you two!

How to LIFT





Top left—**Mrs. John Demunation** (nee Olga Dehod, stationery).



Top right—**Mr. and Mrs. Ross Ruckle**. (Mrs. Ruckle was Miss Glenna Cowles, 300 department.)



Centre, left—**Mrs. Edward Lawson**, nee Beatrice Sobkowich, mail order operating.



Centre, right—**Mr. and Mrs. Allen Churcher**. Mrs. Churcher was the former Isabel Gray (Mr. Salton's office). Mr. Churcher is with the radio department.



Lower left—**Mrs. W. Landiak**, nee Julia Mansur (adjusting bureau).



Lower right—**Mrs. Hillary Rich** (formerly Miss Day Walberg, stationery).

**"SOMETHING BORROWED,
SOMETHING BLUE"**

On April 29th, the folk of the adjusting bureau bade farewell to their orange blossom representative of the month, Julia Manchur, who joined the ranks of the blissfully wed on May 16th, when Bill Landaik placed the symbolic ring on her finger. The groom is well known in hockey circles, and was a former member of the Canadian navy.

The department gave Julia a rousing send-off, and as an added attraction, Mr. Dave Williams made the presentation of a beautiful bedsheet.

Good luck, kids!

* * *

NEW HUSBAND, NEW HOME

To quote Mr. W. Bucham (group supervisor, stationery) "It's hard enough for the department to lose a wonderful girl, let alone Canada losing her, too!"

Yes, Olga Dehod (stationery) has exchanged her name for another's, somewhat longer perhaps, but sounding just as wonderful to this sparkling new bride. Olga was married to John Demunction, of Minneapolis, on May 25th in St. Giles United Church.

A miscellaneous shower was held for Olga by the girls, also a luncheon at the home of Miss Preston. A handsome table lamp, presented to the bride by Mr. Bucham, was the gift from the department.

All happiness for you and yours in a new country Olga!

* * *

AUDREY CHRISTIAN and EDWARD HALMEIDE EXCHANGE VOWS

A new husband, new surroundings—everything to make newly-weds blissfully happy. By the lovely smile on Audrey Christian's face when she left her co-workers in the greeting card section, we're not far wrong in saying "this was meant to be!"

Audrey was married to Sgt. Edward Halmeide, U.S.A.M.C. on April 6th, and they left for their new home in Aberdeen, Washington.

The farewell gifts of a picture and a serving tray were presented to the bride from the department.

Good luck, kids!

* * *

BEST WISHES FOR THE FUTURE DAY!

Day Walberg, department 167, left on May 11th to be married to Mr. Hildred Dick in the early part of June! Along with numerous individual gifts, the department presented Day with a pair of handsome blankets.

Good luck to this lovely June bride!

* * *

AMOUR, TOUJOUR AMOUR!

A very charming wedding was solemnized in Knox Church recently, when Beatrice Sobkowich (mail order operating) became the bride of Ed Lawson. (See picture on brides' page.)

As a parting gift, linens were presented Bea with good wishes from the department. From the softball league, of which Bea was the secretary-treasurer for 1945, came the gift of an electric iron. May your wedded life have the story book ending Bea, "and may you live happily ever after!"

"AND THEY LIVED HAPPILY EVER AFTER!"

A mirror to reflect happiness in her new home, came Marge Rogers' way when she bade "adieu" to her co-workers and friends of the shopping service. She left on May 18th to become Mrs. Earl Moore in Transcona United Church on June 15th.

Other gifts for Marge included a bedding shower and other individual gifts from the department.

May there be only brightness for you, Marge, in the years to come!

* * *

JOYCE LINK BRIDE OF JUNE 1st!

An informal wedding held June 1st, linked Joyce Link (3 department) and Hurbert Hutchinson in holy matrimony. Joyce left the department on May 18th with an armful of blankets and kitchenware showered on her by the gals.

Happy days ahead, Joyce!

* * *

ANOTHER EATONIAN-EATONETTE WEDDING

A streamer-draped desk and a cluster of wedding bells proclaimed that another of 1748's staff was soon to join the married ranks. The radiant bride of June 1st is Sadie Wood and the groom—Mr. Pat Milne (transfer office). The gift of a chenile bedspread was presented to Sadie along with best wishes of all her co-workers. The couple will honeymoon in Chicago!

* * *

ADA DOBSON ARMY BRIDE

Another June 1st wedding is that of Ada Dobson (113 department) to Henry Mansfield, a member of the armed forces. The ceremony was held in Chalmers United Church, at 3:30 p.m.

As a remembrance of the gang, a suitcase was presented to the bride-elect from the department. Also department 122 held a miscellaneous shower for the bride-to-be, with many good wishes included!

Top left—Marge Rogers. Top right—Joyce Link. Lower left—Sadie Wood. Lower right—Ada Dobson.





Spectacular Plays Highlight Eaton Softball Opening



Mr. D. Sclanders

mighty fly towards first base and the game was off toward what promises to be a grand season.

Eaton baseball got away to a fine start on Wednesday evening, May 22nd, at Sargent Park. Our superintendent, Mr. B. C. Scrivener, threw the first ball to Mr. Baker who was catching. Mr. A. D. MacDonal, as batter, swung terrifically but missed the first ball. However, on the second ball he redeemed himself with a

One highlight of the game was a no-hit, no-run game by "Barney" Moody, printer's team, a veteran of Dieppe. "Barney" is seen at second from left in top row.

Another star of the evening was Miss Marge Milne (on right of Barney in layout) of Rangers, who hit a home run and brought in the gal with her on right of picture. Marge is carried triumphantly on the shoulders of Annie Sharmay, left, and Vera Smart.

Scores—Men's Teams

Highboys, 2 vs. Elks, 13. Decoits, 18 vs. Meatballs, 2. Pirates, 0 vs. Panthers, 27. Cubs, 14 vs. 228s, 8.

Scores—Girls' Teams

Royals, 15 vs Rangers, 25. Imps, 4 vs. Pats, 6. When the entries closed on May 15th, the following teams had entered:

Girls' Softball Teams

Imps—D. Clegue, manager; M. Menzies, coach. Pats—B. Tarrant, manager; E. Whaley, captain.

Royals—W. Russell, manager; E. Black, captain.

Rangers—E. Price, manager.

Men's Softball Teams

Senders—E. Bader, manager; D. Deally, coach.

Cubs—J. Moore, manager.

Combines—R. Prynne, manager; F. Anderton, captain; W. Cousins, coach.

Meatballs—B. McAlpine, manager.

Drapes—D. M. Sclanders, manager; J. McGregor, captain; J. Pickles, coach.

Panthers—W. Robertson, manager; W. Woroshilo, captain; W. Montford, coach.

Elks—T. Ritchie, manager; C. Murray, captain; H. Way, coach.

Highboys—W. Scott, manager; D. Tomes, captain; A. Watson, coach.

Pirates—M. Heidrick, manager; D. Collum, captain; W. Wilkinson, coach.

Decots—J. Morrison, manager; W. Melnyk, coach.

228's—A. Jenkins, manager; G. Firth, captain; J. Nichol, coach.

The hardball will be played at Sherburn Park, and the softball at Sargent Park.

Mr. A. Watson will be umpire-in-chief and the following are umpires for the season: Jack Moore, Almer Bader, A. Orum, J. Kellas, Bill Evans.

—D. Sclanders.

* * *

Many regrets were expressed when members of Eaton's Softball League heard of the resignation of Miss Beatrice Sobkowich. She will be greatly missed, not only as the league secretary-treasurer but as a valued and capable player of the Royals.

Betty was presented with an appropriate gift prior to her marriage on Easter Sunday to Mr. Eddy Lawson.

Mr. Grant Johnson, vice-president, submitted his resignation with regret, explaining that along with his departure from bachelorthood he was leaving Eaton's to take a new position in Yorkton, Sask. We wish him every success in his new position, and to himself and Mrs. Johnson the very best in their future endeavours.

Mr. Walter Scott has taken over the position of vice-president. Walter has participated in all types of sports with various Eaton organizations and will be a welcome addition to the executive. Mr. Scott is manager of the Highboys, a team comprised mainly of members of the furniture department.

HARDBALL

The opening of the hardball season took place on Tuesday, May 28th, at 7 o'clock at Sherburn Park. Games will be played Tuesdays and Thursdays, starting at 7 o'clock.

The names of the teams are as follows: **Giants**, S. Johnson, manager; **Panthers**, R. Monteith, manager; **Rockets**, J. Anderson, manager; **Bronks**, R. Dean, manager.

The story of the opening and picture of it will appear in next month's "Contacts."

The first social and dance of the season, held at the Highwayman on May 8th, was attended by approximately 160 baseball players and their friends, who danced to the music of Duffy and his boys, and to the recorded music of the Wurlitzer. Master of ceremonies for the evening was Walter Scott of the furniture department, who was assisted by Tommy Scott and Bill Melnyk. Prizes were awarded for spot dances.

The arrangements were handled by Miss Dot Chambers, chairman of the entertainment committee, assisted by Mrs. N. Price and Miss W. Van Bentry.

Arrangements are being made to hold another dance. Watch time office for date and place.

SIXTH FLOOR—AROUND THE STORE

(Continued on Page Thirty-Seven)

Joyce Irwin (sales and expense) welcomed her better half back after his two years of service overseas. Oh, what rapture!

Members of 100 department held a rip-snortin' golf do at Assiniboine Golf Club on May 22nd. Mr. Harold Steele was chairman and Miss Pearl McCartney presented the prizes. Ladies' low score was taken by Miss Zella Nott, while Mr. M. McKinnon walked away with the men's low score. The evening was finished with supper and sing-song—while a few of the more energetic played another nine holes of golf.

Did you ever cycle to Lockport—in a truck, that is? Two members of the sales office, namely, Mae Artiss and Mary Grant cycled to Lockport. However, they refrained from telling us that they and their bikes came back to the city on a truck. That's good exercise!

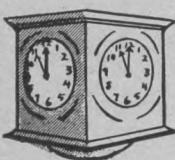
**Betty Palmer Becomes Bride**

A sparkling pile of linens were the sales and expense office's farewell to Betty Palmer, who left to wed Ernie Witfield on May 11th. Betty was also the guest of honour at a kitchen shower held by the girls at home of Vi Black.

The wedding took place at St. Paul's United Church, after which the couple left for a honeymoon in Minneapolis.

**WEDDING BELLS FOR ROSE JOHNSON**

June 1st was the date when Rose Johnson (41 department) took Carson Melia as her lawful husband. The ceremony was held in St. Paul's United Church. Prior to the wedding, Rose was presented with a chenile bedspread from the department. Best wishes, Rose.

**MAIN FLOOR**

Twas the wild night of April 26th when bowlers of the fancy goods and notions departments got together to pit their respective brains against brains (the brawn puts you in the gutter). To the surprise of the notions guys and gals, they rolled the winning score of 9,139 against the fancy goods 8,869. The high single score was won by Mrs. Anderson with 229 and Jim Hobday with 264. Keep knocking them down, gang!

The lost is found! Miss Mary Wood (notions) has finally caught up with a suite of rooms for rent. Now Mary and a certain lucky person are planning a wedding in June. You couldn't have picked a better time, Mary!

Flash! Kay Telford (notions) received one dozen roses for her birthday. Would the song of the same name apply here, Kay?

Better practise up on your swimming, Mr. Wakefield, if you want to get those golf balls back. We mean the ones you lost on the 4th tee on May 15th. Has anyone a pair of rubber boots to spare?

Helen Cowser (notions) has a sparkling diamond to make her happy. The rumour is that Helen's intended is a former Grenadier.

Sally Bragg, of the button section, has been under the weather lately. Here's to a speedy recovery!

Wee Jean Clark (notions) has been on the sick list on account of "old man" flu.

Stan Darragh is back with the economy section after his sojourn in the air force. He's looking a little plumper than usual, but otherwise he's the same old Stan!

Romeo Has Found His Juliette!

Romeo Levesque (economy section) is living up to his romantic namesake, 'cause now he's got a gal of his own for keeps. Sorry to say her name isn't Juliette, but according to Romeo, Thelma Armstrong, of 147 department, is the one for him. The couple were married on May 18th and left for a honeymoon in Minneapolis. A comode end table and a bouquet of roses were presented to the groom by Mr. S. McNeil, on behalf of the department. Best of wishes to this new Eatonian family!

It was a very surprised Florence Grimshaw when in walked the hosiery gals to celebrate Florence's birthday with her. Even though Florence had to give up a trip to the movies, the refreshments provided by the guests more than made up the sacrifice!

Sincere sympathy to Hilda Lauderdale (hosiery department) in the loss of her beloved father.

A Mrs. on June 1st!

Jean McGregor (hosiery department) left to be married to Mr. Ray Allibon on June 1st. To celebrate the occasion, a shower of kitchenware was held for Jean by the girls of the department.

All happiness in your new venture, Jean! May you truly live happily ever after!

Sunny Mattson (toiletry counter) had a big week-end when she left on the 24th for Regina as a representative of the Stageettes.

Here's some news of special note to you film fans. Mrs. W. Smith (toiletries) is going on her holidays to Los Angeles and Hollywood and plans to bring back either King Kong or Lassie.

Why doesn't she bring back Frankie, too?

Sorry to hear that Lois Scott (candies) has been out ill for two months. We're all pulling for you, Lois, so come back soon!

Now that holiday times are here again, tans are popping up here and there throughout the departments. Joyce Grundy (candies) started tanning at Minneapolis, and is waiting for our Manitoba sun to do the rest.

Flash—Hugh Rutherford (formerly of the candy department) has been transferred to the women's neckwear section.

Here Comes the Bride!

Edna Tully (Hosiery department) became the bride of Mr. Kenneth Hand on May 15th, at a beautiful wedding in Holy Trinity Church. Reverend Terence Finlay officiated and a reception at Moore's followed the ceremony.

Prior to Edna's leaving, the girls held a dinner at the Graystone Arms. Here the guest of honour was presented with a silex. From the department also came the gift of a beautiful table lamp. The newly-weds will reside in Vancouver.

Joint Shower for Margaret Cardwell!

The guest of honour at a shower held by the girls of the hosiery department was Margaret Cardwell, a bride-elect of June 15th. The shower took place on May 29th at the home of Norma Patterson, with Lorna Boyd and Julia Donald also serving as hostesses. The gift of a satin bedspread and lace banquet cloth to the honoured guest topped off a wonderful evening.

* * *

SECOND FLOOR

A "bang-up" get-together was held by the staff and friends of the women's shoes department at the home of a former associate, Mrs. Panting. The entertainment consisted of piano stylings by Mr. Bill Aikens and accordion rapsodies by Mrs. E. Arnott, as well as lots and lots of fun.

April 26th marked the occasion of Mrs. Edith Sebastyan's departure for Vancouver. The gang of the women's shoes gave her a rousing send-



off, complete with the gift of a pair of lovely pictures to hang in her new home. The girls did their share in the festivities by holding a surprise supper in the Marlborough Grill Room for Edith, where the presentation of a crystal dresser set was made.

* * *

THIRD FLOOR**"Scalpel, Saw, Chisel!"**


A very important operation was in progress. Nurses solemnly tip-toed around while interns gazed in fascination as skilful fingers gently removed Yvonne Smith's appendix from its moorings.

Now Yvonne is up and around, and can hardly wait to get back and tell the D. A. gang all about it.

Glad to see Pat Baker (D. A. Office) back!

* * *

FOURTH FLOOR


A very busy little cupid is at work scattering rings as well as arrows, all about him. One very neatly encircled the finger of Bernice Jorkman (women's alterations). Could the lucky man's name be Kenneth Cains, Bernice?

After three months of illness Runa Hallson at last is able to strike her name from the sick list. Welcome back to 1041, Runa!

The "Furs" Take to the Green!

What is this game called golf? According to the opinion of certain members of the fur department, the golf ball deliberately shrinks every time the club comes anywhere near it. Even so, a wonderful time was had by the gang on May 8th, when they were the guests of Norwood Golf Course. Golf was the feature attraction of the afternoon, but after two or three holes had been played, it turned into a game of treasure hunt for lost balls.

After such a masterful game, the famished golfers retired to the club house for refreshments with all the trimmings. Following this, came games, dancing, and community singing such as you have never heard before (and wouldn't want to hear again).

Before leaving, the consensus of opinion was to have more such affairs as these, if only to improve the mastery of this game called golf!

* * *

FIFTH FLOOR**Repeat Performance**

Here's another orchid to the fifth floor gang of 300 department. Right on the heels of her recent achievement it's reported that Bessie Linton and her associates deserve another gold star. Bessie recently received an appeal from the Kinsmen's Club for food parcels to support the Lady Reading project. Right away Bessie went to work. From the fifth floor 300 department she collected \$65.00, which went into thirteen food parcels made up by the grocery department.

Well done, Bessie!

**HAVE A CIGAR!**

Mr. G. N. "Bud" Horton (left) passes out the traditional smokes on the arrival of little Miss Horton. Mr. R. J. McLean, on the receiving end, asks if the perfecto is the kind one can smoke in the house.

ZELLA RATHBONE WEDS JOSEPH MILLER

Amid roses and narcissi, a lovely wedding was solemnized in First Presbyterian Church on Saturday, May 4th. The bride was Zella Rathbone, formerly of the juvenile department.

A breakfast was held in the grill room prior to Zella's departure from the store on April 24th. Mr. R. H. Binkley (head of department) made the presentation of blankets to the guest of honour on behalf of her associates. Our very best wishes for a long and happy life together, Mr. and Mrs. Miller!

* * *

SIXTH FLOOR


The "love bug" is still working. This time it's Mae Gibson (general office) who's a-wearing of the ring. The lucky groom-to-be is Jimmy Connor.

The general office has a champ in its midst. This is no other than Joyce Clifford, who won the Dunbar Cup in the recent Triggerette shooting competition. Congrats!

HOLY TRINITY CHURCH SCENE OF LOVELY WEDDING

The marriage of Mr. Grant Lionel Johnston (draperies) to Miss Shirley Potter, daughter of Mr. and Mrs. Ernest Potter, took place on Friday evening, May 17th, at Holy Trinity Church.

After the ceremony, a reception was held at the residence of the bride's parents. The couple left for Chicago and New York, and on their return will reside in Yorkton, Sask., where Mr. Johnston will take up the creamery business.

Good luck, Grant, to you and your lovely bride!



"Holiday" Among the Nazis

Or Life Under Nazi Rule, as Told to Contacts by Frances Larson

Recently returned from Oslo, Norway, Frances Larson (now with 300 department) tells an eye-witness account of the plight of the Norwegian people under German occupation. Sailing to Norway in 1935 to visit relatives, Frances prolonged her stay for several years and was later forced to remain longer than she had bargained for.

As soon as the Germans took over the country, they gathered in all the official passports enabling persons to leave the country and substituted German visas which were useless. So for five more years Frances remained in Norway, a victim of the war.

"On the whole," Frances declared, "I wasn't treated badly for I saw the inside of the Gestapo headquarters only once, and I still don't know why I was being questioned. The Gestapo men just seemed to think up silly and irrelevant questions for me to answer but finally they let me go."

To Eat or Not to Eat?

"The main problem in Norway was 'to eat or not to eat.' Everything was rationed, and even then most of the commodities were unobtainable. The butter ration per person was about a quarter of a pound to last ten days and to be used also as lard. But since butter was so scarce, even with rationing, people were forced to buy through the black market which was doing a thriving business. If you had the money you could get the essentials; butter, however, would be priced at \$8 per pound, coffee at about \$50 a pound and other foods at exorbitant prices. There was no meat to speak of, and for months fish was the substance of existence. Turnips served as a substitute for potatoes and



Idyllic scenes like this are frequent in mountainous Norway terrain.

bread was of the black variety. Made from a mixture of different flours, this bread was often so crumbly in the centre that a spoon was needed to gather up all the little pieces.

Children Fared Better

"Although what little food there was, it certainly was not of the best, after tucking in belts here and there, the people managed to get



Mountain-climbers' paradise.

along. Since children are the victims of such living conditions, an effort was made to give each child a bowl of vegetable soup (of a sort) once a day in school and other places set aside for that purpose. Children under two were able to get milk with the butterfat left in, but after that only skimmed milk was allowed. White bread was obtainable only for small children and those having a doctor's certificate to prove a stomach ailment.

"As for the problem of wearing apparel, the shops were empty and there just wasn't anything at all to buy. Make it over; patch and make do, plus the medium of want-ads in the paper (filling four pages) offering exchanges were the only ways the people were able to manage.

The Storm Troopers Knock

"The treatment received from the Nazis was tolerable up to the last year or so," continued Frances. "During the last few months of occupation it got so bad that we expected to hear a knock on the door at any hour of the day or night and Storm Troopers break in. The family in the flat below us had made a lovely home with beautiful furnishings, china, etc. But the husband was wanted by the Gestapo for some of his activities and they were forced to flee across the border into Sweden at great risk, and taking only a few personal possessions. A few days later the Gestapo broke into their flat and carried away every article the couple owned."

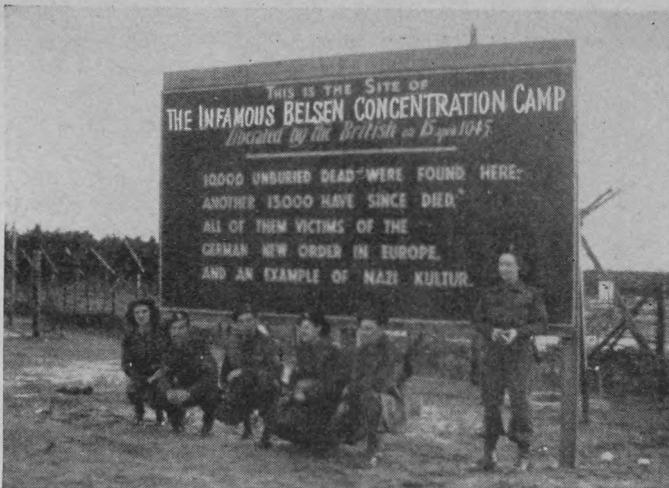
It's Wonderful to be Home!

After the Allies took over, Frances worked as an interpreter for the British Liberation Forces for six months. Then she booked passage on the freighter "Hoyanger" bound for the United States and in three weeks' time stepped ashore on U.S. soil. On January 4th she was back home in Winnipeg, a little thin, perhaps, but nevertheless none the worse for wear.

Example of Nazi Kultur

Remember Tommy Laidlaw of the men's hats staff? This brilliant young pianist is now with a Canadian Army Concert Party touring Germany.

Tommy sent this picture of the entrance to Belsen Concentration Camp to Mr. Reg Godwin. "I'm kneeling under the word Nazi," writes Tommy. "Went all through this horror camp, nice way to spend an afternoon, what?"



'Tis Another Bride!

The shopping service bade goodbye to Thelma Armstrong, who left May 15th to be married to Romeo Levesque (economy section) on the 18th. The fond farewells were accompanied by gifts of linen, from the department, and a beautiful bedthow from the girls. Good luck, Thelma.

Draperies Celebrate Double Stag!

The St. Charles Hotel, on May 10th, was the scene of a combined stag party held by members of the drapery department for Messrs. Grant Johnson and Jimmy Clarke. 'Twas the occasion of Mr. Johnson's coming wedding and also the departure of Mr. Clarke for Regina.

To the accompaniment of good wishes, an electric iron was presented to Grant with hopes that he soon would become quite proficient in handling it. Hard-to-get shirts came the way of Mr. Clarke (the lucky dog) plus good wishes for the future from "the boys!"

After a wonderful evening, to which the familiar quotation could be applied, "Never was so much enjoyed by so many, for so little," the festivities broke up—and so to Morpheus!

There's another diamond in the expense office, and this time it's no other than that beautiful, dark-eyed damsel, Bessie McCaskill. The lucky man is Jimmy Andrews.

This is how it happened:

Once wee Andrews went to war,
Single life was such a bore,
He found a Scot he could adore,
He won the victory!

"Scots wa hae," wee Andrews said,
"Married I'd rather be than dead."
So he and Bess will soon be wed,
She won the victory!

* * *

SEVENTH FLOOR

Sorry to hear that Mrs. Frances Crispin (furniture) is on the sick list. We hope that she'll soon be up and around again!

Another sick listee in the furniture department is Mr. W. Slinger.



Tulips in the garden, Tu-lips in the dark! Who's the dark-haired gal that received a huge bunch of tulips recently from an absent admirer? Could it be Doreen of the electrics?

The Furniture's Annual Golf Tournament

The prowess of "Babe" Didrickson and Byron Nelson has been crowded from the headlines—their fame is no more!

On Wednesday afternoon, May 15th, the furniture department and honoured guests from the wages office, radio department and the budget plan office renewed their annual golf classic at the St. Boniface Golf Course.

We can honestly say that the recent Winnipeg Monarchs vs St. Mikes feud in Toronto was a tame affair compared to this outing. Brain matched brawn and no quarter was asked for or given! The only real complaint heard was from the catfish in the Seine river at the second hole. They really took a beating, and were quite justified in demanding the loan of steel helmets from the war assets office. (Yes, friend Graham, you would have fared better financially with a rod and reel.)

A grand total of 68 punched the ball down the fairways, and some remarkable scores were turned in and verified authentic!

Following a buffet lunch with settings by Morrison and the usual ham session, the presentation of prizes was handled by Mr. Walter Scott, who appeared for the occasion in a smart spring ensemble of full tails and white running shoes.

The lucky winners are as follows:

Low Net: Ruth Baldwin (102); Jack Punshon (174). Low Hole: Jessie McNaughton (102); Frank Halderson (audit).

The evening's fun wound up with a dance and sing-song. Joined later by several eastern and western store furniture men, it was a fitting climax to a grand day.

Mr. Dave Oliphant (department 27) did a masterful chore as leader of the sing-song until he was driven to the showers by Mr. Joe Blair of our Calgary store. And last, but not least, orchids to Mr. Gus Brownrigg and Brian Dugdale (the committee) who organized and did a swell job. Let's make it more often! —A. Watson.

CONTACTS

ECHOES FROM THE TRAIN WHISTLE!

Letters of appreciation are still coming in from youthful enthusiasts who "rode the rails" on the model train featured at Eaton's last month.

A very lovely gesture was shown by twenty-six pupils of Fernwood school, St. Vital, who combined a writing lesson with one of courtesy under the guidance of their teacher, Miss Frances McLeod. The result being twenty-six little notes of thanks in childish writing, reaching the Company, one of which is shown below followed by the names of the other little letter writers.

Fernwood School
St. Vital, Man.
May 1st. 1946.

Dear Sirs,
Thank you for arranging
for our train ride on April 18th
Yours truly,
Barclay Williams.

Janet Bloomquist
Wayne Lewis
Brenda Fraser
Barrett McDonald
MacKenzie Coma
Patsy Knight
Tommy Flather
Barbara Patterson
Eileen Maley
Irene Kienas
Billy King
Park Munro

Shirley Zahiak
Roy Dutchak
Victor Wright
Donna M. Course
Muriel Baron
Jackie Hunter
Muriel E. Hewitt
Vivian Ball
Barbara Howey
Donna Coulter
John Calder
Irma Hardy
Raymond Hardy

PRINTING PLANT PATTER

Our sincere sympathies go to George Kuntz in the loss of his father, John Kuntz, in Vancouver; Mrs. Mary Rutherford in the loss of her sister, Mrs. Gibson, in Enniskillen, Ireland; Elmer Small in the loss of his mother; and George Grant whose brother-in-law passed away in Detroit, Michigan.

Tommy Jones is still in Deer Lodge hospital but is coming along fine.

Printing Vets Pay Tribute to Mr. John Foster

On Friday, May 3rd, the veterans of the printing plant staff, management and friends, journeyed out to the Toilers' Camp to pay tribute to their man of the hour, Mr. John Foster.

Owing to the enterprise and kind heart of Mr. Foster, the boys from the printing plant overseas received about 900 letters, 159 parcels and 54,000 cigarettes, which were indeed welcomed.

Out at the camp, speeches, good food and a wonderful time was enjoyed by all. The following veterans attended: Pat Greer, Len Reed, Jack Gross, Stan Norton, Bill Forrester, Barney Moody, Findlay Cameron, Harry Chatterson, Bill Vivian, Doug Thrush, George Lawrence, and Charlie Jenner. Mr. Findlay Cameron spoke on behalf of the returned boys and presented a bridge set to Mr. Foster. A bouquet of roses was sent to Mrs. Foster.

THERESA TIMMONS "SWALLOWS THE ANCHOR!"

Following that envious navy record of never hitting the same port twice, Petty Officer Wren Theresa Timmons is on the move again (lucky girl). She writes:

"Hello friends at Eaton's:

"It's wonderful hearing all the happenings at home as reported in Contacts. It really gives us enlisted gals a glimpse of the old home front.

"Now that I've 'swallowed the anchor' and have moved inland, I expect to be on 'civvy street' again soon.

"Although Ottawa isn't nearly as exciting as a coastal port, it has had some very important happenings in the last few months—the outstanding one being the arrival of the Governor-General and family. They are a charming couple and will go a long way with the Canadian people. I was fortunate to be in the guard of honour, even though we had to stand for hours before the party arrived.

"The quarters in which I am now located are on the lakefront and the scenery is gorgeous. To one side is the experimental farm, and the surrounding country is just perfect for cycling and horseback riding.

"From sea life to sky travelling is quite a jump, but as several other girls have been lucky enough to be taken up on 'flips,' we're keeping our fingers crossed in the hope that we will be just as lucky.

"As a sideline, I'm playing in the Ottawa Philharmonic Symphony and am having a wonderful time at the rehearsals and concerts.

"Well, that's about all for now. Best wishes to the gang of departments 117 and 118. I'll be seeing you!"

Through the Mails from Brandon!

On May 24th, the staffs of the Dauphin and Brandon stores met at Clear Lake for a golf tournament and picnic.

Our sincere sympathy to Mr. M. G. Hillman (229), whose father passed away at the grand old age of 93; Mr. F. Lockart (wr) in the loss of his father; and Miss A. Sullivan (foodateria) in the loss of her father.

Ella Hurd (foodateria) left the store on May 18th to prepare for her wedding day on the 24th. On behalf of the entire staff Mr. W. McAllister presented Ella with an appropriate gift, wishing her happiness and success in her new venture.

"Darling, I'll climb the highest mountain, swim the deepest seas, etc., etc.!"





By W. Simpson and R. Eincarson



In honour of Miss Leta MacMullen, who will soon complete her quarter-century, a group of her former associates of 122A and B departments held a surprise dinner party at the home of Mrs. Robert Cunningham.

The guest of honour was the recipient of a black leather purse and matching travelling case, presented to her by Miss Joan Cunningham on behalf of all present. Another attraction was the beautifully decorated cake holding the position of honour in the centre of the table.

It was a grand party for a grand gall!

Congratulations to Mr. Walter Kenchington, who celebrated his 30th anniversary with 122 department on May 16th. Sorry, Walter, that you were unable to be at work through sickness, but hope to see you back soon so we can congratulate you personally.

We also wish to congratulate Mr. William Marples, of the main floor, on his completion of thirty years' service with 122 department.

Who's the stranger shuffling around the 3rd floor so nonchalantly wearing a pair of bifocals? Must have been short-changed somewhere!

Departments 113-122: Four sparkling new diamonds are making news this month! The lucky girls are: Margaret McGillivray, Mary Romanuk, Dorothy Duncan, Olga Domansky. Their respective husbands-to-be are: Brian Allen, Adam Baryluk, Oliver Haycock, Jerry Ste. Marie. Best wishes for the future, guys and gals!

* * *

By A. Holmes and E. McHugh



It's a case of two up in 1767 department as we noticed a real sparkler on that certain finger. Miss V. Foshang and Miss D. Zetterson are the proud wearers. Best of wishes, girls!

Glad to see Mr. D. Ritchie back after his recent illness and hope he will soon be back to his old form again. Also glad to welcome Miss Ruth Snarr back after her recent operation.

We All Agree. While the snow was falling on Thursday, May 9th, Mr. A. Holmes noticed in one of our store windows on Donald St., a sign which read as follows: "A Cool Outlook for Summer."

By E. Lane

Congratulations are due Mr. Sam Kane, 32 department, who, on April 22nd, completed thirty years of service with the Company. Mr. Kane was the recipient of a pen and pencil set from his department associates.

Many more happy years with the Company, Sam, and we all wish you a very enjoyable time on your well earned holidays.

* * *

By D. Hardiman, J. McNiven, R. J. Wood, B. Dixon, R. Prynne and M. Doolan



Department 61: On April 6th Margaret Beverley left the now peaceful surroundings of our department to resume housekeeping with her husband who is back home after over six and a half years with the R.C.A.F. A luncheon was held at Moore's in Maggie's honour by the gals, with lovely presents galore to crown the occasion.

Glad to see Eddie Olion (R.C.A.F.) and Lloyd Malenfant (Navy) back with us again!

Something new has been added to the department in the form of Chrissie McKenzie. Welcome, gall!

Best wishes and a speedy recovery to departments 61's Deer Lodge occupants, namely Florence Croal and Harvey Robinson.

Department 12: Rather late but certainly too good to be forgotten was a dinner party held in honour of Miss Mary Murray on the occasion of her thirtieth year with the Company. A grand dinner was served at Moore's Restaurant, but oh, those hives. The entertainment was strictly Bohemian. According to the tea cups we can all pull up our socks and take heart. We are happy to report the lady of the tapestry has found her slipper, but nevertheless are convinced of the beauty of plastic shoes so elegantly displayed. A gift of china was presented to the guest of honour and earlier in the day a presentation of a white gold locket was made on behalf of the entire staff.

Danny Livingstone returned to work in time to share in the festivities, but has since accepted a position in the insurance office.

Guess who? All set for the big plunge on 15th June is Ruth Reader. Best of luck, Ruth and Fred, from all your friends in 67 department.



CONTACTS

By M. Middleton, M. Mackie and I. Kirkpatrick

Had a Wonderful Time!

Ethel Jarvis (department 33) is back from the sunny clime of California, and is bubbling over with wonderful memories.

"There's nothing like traveling," says Ethel, "especially if you see such wonderful sights as the Valley of the Sun, or as it is sometimes called, 'Paradise Valley'."

The acres and acres of citrus fruits delighted our traveller no end, and we bet they tasted just as good as they looked!

"What amazed me the most," adds Ethel, "was the desert en route. Instead of the sandy waste as I had imagined it to be, it was a place of rare beauty with a carpet of blooming cacti of living colour."

For three months Ethel enjoyed the hospitality of our southern neighbours, then back home to Eaton's and the old gang.



Department 36: Best wishes for a speedy recovery to Mr. Ernie Latter!

Sincere sympathy to Miss Ethel Anderson on the death of her aunt, Mrs. R. Gowler.

Department 33: Mr. Ewart Cooper was one of the nineteen R.C.A.F. officers decorated by Lieutenant-Governor R. F. McWilliams, at No. 2 Air Command Headquarters on Saturday, May 18th. Mr. Cooper was awarded the DFC. The investiture was held in conjunction with Winnipeg Air Cadet Week display. Congratulations, Mr. Cooper!

Welcome back to Ronnie Finchfield, just returned to work after a year in the navy.

* * *

By C. Dewar

Departments 10, 11, 46: Sorry to report that Bob Cave is on the sick list. Our best wishes to you for a speedy recovery, Bob.

We hear that Lillian Maskell walked off with a prize of two brand new Spalding golf balls at the Women's Field Day on May 15th. What we are wondering is, did she receive them for too many or too few strokes? Better take your comptometer with you next time, Lillian!

Four championship teams from departments 67 and 60 plus numerous others, will hold a wind-up on May 23rd. By the time this is printed the news of all the doings will have travelled far but please don't believe it all.

Wilf Holloway, radio repairman of department 60 for the past few years, left recently to go into business in his home town of Stone-



wall, Man. On his departure a presentation was made on behalf of his co-workers.

The best wishes of the staff go with Wilf as he sets out in this new endeavour.

* * *

By M. Ewing, D. Slack, D. Balsdon and R. Souter

Department 139: Dave Mackie paid the department a visit recently. We hope to see you back with us soon Dave.

Glad to report Dent Casson is improving after her operation, but sorry to hear that she isn't coming back to Winnipeg—doctor's orders!

Mrs. Murphy left on May 23rd for Toronto to attend the wedding of her daughter.

Glad to hear Evan Owen is enjoying his trip in the United States. See you soon, Ev.

Mail order cash cage: Cupid again has a perfect score. This time it's Sarah Hartle and George Hodgson. Best of luck, kids!

Nel Skokum will be the June bride of Peter Benton on the 29th. Here's hoping for pictures of a radiant bride for the next issue. Meanwhile all the best, Nel!

Phoebe Oldfield has been combining holidays with illness! Hope she will be up and enjoying herself again soon!

Miss Prette was a-visiting last week. She's looking fine and dandy!

The cash cage had a good representation at the Shriners' Circus looking for the drummer boy. He was there!

Ella McLellan is out of the hospital now. Hope it won't be long before she's back in the old groove again.

Also glad to hear that Joe Sigurdson is getting along fine. Must be the nurses, Joe!

* * *

By N. Robson, F. Pilcher and E. McDougall

Department 15: A "hum-dinger do" took place at the home of Mr. and Mrs. J. Lang, 507 Walker Ave., in honour of Verna "Dolly" Ladell, a bride-elect of June. Hostesses for the evening starred Mrs. E. Yedon and Kae Lang, with both doing a marvelous job. During the evening, the girls of departments 15 and 17 presented "Dolly" with a table lamp. To the piano tinklings of Evelyn Thonias, the evening came to a perfect end.

Department 116: The Blackstone Cafe was the scene of a luncheon held for Evelyn McIvor, bride-elect of May 18th. The guest of honour received a pair of bedroom lamps, also a coffee table from the department.



WILL YOU TAKE US ON?

A good cigar to the man who can give us the best reason why women wear seamless stockings that give the impression they are not wearing any, and then when they are not wearing any, draw a seam up the back with a pencil to give the impression they are.

—Eaton's Hamilton "Bi-Weekly."



*"Yes, Sir,
That's
My Baby!"*



STORE

Top Row—Left to Right

Pensive little Lynne Dianne Buck, granddaughter of Mr. and Mrs. Fred Karlenzig (1041 and 272).

This bewitching beauty is Maurine May Moore, 3 years, granddaughter of Jock McSloy (bake shop).

Holding a posy is year-old Odrieu Dawne Colwell, another granddaughter of Mr. and Mrs. Karlenzig (1041 and 272).

Mary Lynne McLean, 2 years, gives a swell smile to the photographer; daughter of Mr. R. J. McLean (china), granddaughter of Mr. J. Stronach (mail order superintendent).

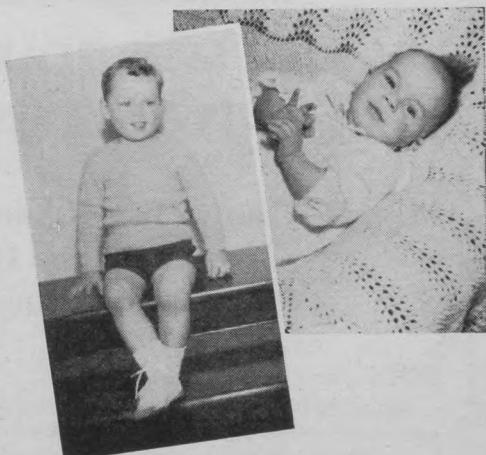
In Circle—Douglas Thorstein Eincarson, 18 months, son of Mr. W. F. Eincarson (contracts).

MAIL ORDER

Centre Left—Wee Clarke Summers, 3 months. Daddy is Mr. Bill Summers (173); mother was formerly Florence Clarke (173). Beverly Bostock, daughter of Mr. Bill Bostock (15 mail order).

Centre Right—This happy little gal is Wendy, 3 years, daughter of Mr. Tommy King (60 mail order). Kenneth Paul, 2 years, son of Mr. Paul Finnboagason (garage).

Lower Right Corner—These stout fellows are cousins, both being grandsons of Mr. Angus Osborne (mail order merchandise office). James Angus Osborne, at left, is two; his daddy is James Angus Osborne Sr. Danny Osborne Jr., at right, is 4 months and the pride and joy of Capt. Danny Osborne Sr. (228 department).



CONTACTS

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City Advertising



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Attention, MEN GOLFERS! Get Ready For FIELD DAYS AT ELMHURST

Monday, June 17th—Championship and "C" Class

Tuesday, June 18th—"A" Class

Wednesday, June 19th—"B" Class

NOTE—Applications will be sent out to each member. **Deadline for return to Mr. Harry Craik, secretary, sales office, is Thursday, June 6th.**

In Memoriam

MR. D. J. KAHAINE

We regret to report the sudden passing, on May 5th, of Mr. D. J. Kahaine, at the early age of 28 years. Mr. Kahaine, who was on our temporary staff, had spent a few months with the stationery, mail order, and latterly was with the seeds. Surviving are his widow and young daughter, to whom is extended our deep sympathy.

—●—

**We extend deepest sympathy to the following Eatoniens
who have recently lost someone dear to them:**

In the Loss of a Father

Mr. G. Kuntz (1745)

Mrs. E. Laws (267)

Mr. H. Brown (281)

Miss H. Lauderdale (201WR)

In the Loss of a Mother

Mr. J. Martin (1037)

Mr. Holloway (60WR)

Miss M. Edwards (80)

Mr. F. Marsden (140)

Miss P. Fellowes (168C)

Mr. J. E. Small (1745)

In the Loss of a Sister

Miss O. Bourdon (173)

Mrs. M. Rutherford (1745)

Mrs. L. Lenton (173)

In the Loss of a Brother

Mr. W. Sorby (132A)

In the Loss of His Wife

Mr. A. Fitzgerald (134)

"If Ladies Be But Young and Fair..."

A few glimpses of the **Fashion Show** presented in the Grill Room
on May 18th by the **Eaton Junior Fashion Council**



THE T. EATON CO.
WINNIPEG
LIMITED
CANADA